



Arab American University

Faculty of Graduate Studies

**The Diagnosis of Stereotypes of Arabs and Muslims in
Western Media**

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the Master's degree in Intercultural Communication and
Literature**

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Thesis Approval

The Diagnosis of Stereotypes of Arabs and Muslims in Western Media

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Declaration

I, the undersigned, ratify that this study is based on my own unaided work and exertion, except for the quotations and citations which have been duly acknowledged. I hereby confirm that the work contained in this study has not been previously submitted for any other degree or qualification.

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Dedication

I dedicate my thesis work to whom God say

(وَقُلْ رَبِّ ارْحَمُهُمَا كَمَا رَبَّيَانِي صَغِيرًا)

To my cherished father, my guiding light who illuminates me to the one who gave me and still gives me without limits.

To the flower of my life, my great mother, whose womb embraced me before her hands, to the embrace that gave me strength always and forever.

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Abstract

This study aims at mapping the stereotypical images of Arabs and Muslims in western media. Moreover, it sheds the light on the western media misrepresentation of Muslims and Arabs. The researcher also examines how language structure is used in media discourse to convey stereotypical images about Arabs and Muslims. The western media bias toward Arabs and Muslims is also investigated in this study. Quantitative and qualitative methods were combined in this study in order to answer the study's questions and achieve its desired goals.

A quantitative approach of statistical analysis was used to analyze the data of the study which was collected using a questionnaire. This study targeted the population of the Palestinian society. As it aimed to find the Palestinian students' perception of stereotypes of Arabs and Muslims in Western Media. The qualitative approach is used to fully understand how language is used to project writers' ideology and bias, and to examine how language structure is used in media discourse to convey stereotypical images about Arabs and Muslims. This study is applied on 37 news articles of Western media that report eight (8) incidents that occurred in the last six years from November 11 2015 until November 7 June 2021.

From the analysis performed, it was found that, the western media reinforce a stereotypical image of Arabs and Muslims. The results revealed numerous stereotypes and negative attitudes towards Islam and Muslims. Furthermore, Western media show bias against Arabs and Muslims which is revealed through pointing out the major differences between the presentation of the incidents in both sides.

Key words: Ideology, critical discourse analysis, media bias, Islam, Media representation, Muslims, Arabs, stereotypes, western media

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Chapter One

Introduction

“Arabs, for example, are thought of as camel-riding, terroristic, hook-nosed, venal lechers whose undeserved wealth is an affront to real civilization. Always there lurks the assumption that although the Western consumer belongs to a numerical minority, he is entitled either to own or to expend (or both) the majority of the world resources. Why? Because he, unlike the Oriental, is a true human being.”

— Edward W. Said, *Orientalism*

Daily newspapers are a popular form of supplying the public with written speech. News media are important conduct for conveying ideas to the public, as different media have the enormous ability to shape thoughts, attitudes, constructing certain ideology, influencing readers in understanding the world around them, thus generating stereotypes for any person or group of people .

Indeed, in reality, individuals who do not directly engage in the political and social life, then the various news media outlets or platforms are able to define and set their information source. This is because news reports are perceived as sources of facts rather than opinions. Moreover, Fairclough 1995 asserted that media has the power to influence knowledge, beliefs, values, relationships and social identities and this is all connected of how language is utilized to serve this purpose (Shousha ,2010).

Misrepresentation of Arabs and Muslims through Western media, whether on television or in print news is not unusual. Western media view Muslims as anti-democratic, anti – modern and

uncivilized. Furthermore, Muslims and the Islamic religion portrayed as radical and violent which led to a state of fear, hatred and prejudice against Islam and Muslims (Abukoshawa 2009).

The terms such as "Islamic terrorist," "Muslim's fundamentalist" is used intensively in the western media in post 9\11. The distortion of the Islamic world and the creation of the stereotyped image of Muslims increased after 9\11 attack. Islam, Muslims and Arabs have always been portrayed in a negative light specially after the attack of September 11 2001. Since 9\11 Islam was placed in a secluded cage that calls for violence, Islam frequently has associated with terrorism and Muslims have associated with terrorists, when it comes to terrorism the western media link it to Arabs and Muslims (Nurullah , 2010).

Edward Said (1935-2003), a Palestinian-American writer, dedicated his life to exposing Western media's inaccurate portrayal of Islamic life and Eastern culture. Furthermore, in his 1978 book, *Orientalism*, Said concentrated on the ideology held by researchers, writers, and western artists in understanding eastern culture (Ridouani 2011). He attempts to convey how the west depicts the orient culture as a weak and uncivilized society. And how Islam is portrayed in negative way violent which led to a state of fear, hatred and prejudice against Islam and Muslims.

When we talk about media and its affect in people thoughts and ideas, we have to explore how Language is a powerful tool which can be used to state facts as well as express our views and perceptions. Furthermore, based on the important role played by language in media specially how it can form ideas. Critical discourse analysis as an analytical tool plays an important role to uncover the embodied ideologies in the media discourse and how language is manipulated to distort reality in the media text.

At one time or another, we complain about bias in the news, critical discourse as a linguistic research tool plays an important role to reveal how language is used to exercise social and political control. Objectivity and neutrality in media are important issue, we all expect news to be objective and unbiased. But unfortunately, the writer can manipulate language to attract the reader to read a specific article conveys specific aim.

The importance of language in media, as well as its significance in investigating media bias, is an essential issue in this study. A significant part of this study focuses on the influence of language in forming a stereotypical image of Arab Muslims. Actually, when we talk about media bias, most of us automatically think behind the reasons that drive the writers to be biased. let us think whether the newspaper covers news with reliability and objectivity, or does it work for the benefit of a particular party or entity. Every news story is influenced by the attitude and background of people involved in its creation. The question remains is it difficult for a journalist to write objectively and independently, regardless of any political or ideological background?

1.0 Preview

This chapter demonstrates the significance and the mechanism of how the western media portrays Arabs and Muslims in the western world, it also presents the statement of the problem, the aim and objectives of the study, the questions of the study, the operational definitions, and the limitations of the study.

1.1. Statement of the Problem

Media has the power to shape the public opinions and awareness, the majority of the western public turned to their newspapers for information and explanations relating to any attacks or any important events. Arabs were portrayed in negative light in western media long after the attacks of September 11 2001, which caused many waves of bad attitude towards Arabs and Muslims(Abukashawa,2009).

The problem lies in the generalization of the stereotypical image of Arabs and Muslims. Western media works to present Arabs and Muslims in a negative and stereotypical manner that is always generalized to all Muslims and Arabs as one similar part. In addition, the western media consistently portray Islam as a violence -prone religion associated with terrorism.

Media narrative about Arabs and Muslims are often negative. Mainstream media portray Muslims and Arabs as murderous, fanatics, barbaric, aggressive, uncultured and supportive of terrorism. These recurring stereotypes have negative political, social and economic dimensions affect the lives of Arabs and Muslims, whether in their countries or abroad. Which makes them insecure and feel that they are under threat. Many Muslims and Arabs have lost their lives in the West as a result of attacks based on hatred only because they are Muslims and Arabs.

Media bias in creating unreal negative images of Arabs and Muslims lead to create hatred, exercising violence and racism towards Arabs and Muslims around the world. Western media doesn't work on showing the enlightened and realistic side of true Muslims' lives, but it works to feed the stereotype images of Arabs and Muslims. Western media bias in hiding the bright side of Arabic and Islamic culture keeps the negative image of Arabs and Muslims in the minds of the public, and this is a kind of injustice that Arabs and Muslims are exposed to in the Western media.

1.2. Aims and Objectives

This study aims at mapping the stereotypical images of Arabs and Muslims in western media through representing different events during 2015-2020. Moreover, it sheds the light on the western media misrepresentation of Muslims and Arabs in the Middle East.

Objectives of the Study:

1. To measure the degree of damage of western media in creating distorted image of Arabs and Muslims .
- 2- To utilize Critical Discourse Analysis as a powerful approach to examine media bias against Arabs and Muslim.
3. Linguistically, rhetorically to examine how language structure is used in media discourse to convey stereotypical images about Arabs and Muslims.
4. To provide a current assessment of how image of Arabs and Muslim is portrayed in western media.
- 5- To measure the effects of writers' ideology towards the people portrayed.

1.3. Questions of the Study

The study addresses the following research questions.

The main question of the research is:

1. What are the portrayed stereotypical images of Arabs and Muslims in the western media?

The (sub) questions should be addressed as well:

1. What are the portrayed stereotypical images of Arabs and Muslims that results from the critical discourse analysis of the content of 37articles and from the questionnaire?
2. How has the Western media adopted biased coverage of the image of Arabs and Muslim?
3. How does the western media affect and misrepresent the image of Arabs and Muslims?
4. How is language structure used in media discourse to convey stereotypical images of Arabs and Muslims through representing different events that happened between (2015-2020)?
5. How does the ideologies of the writer's affect the image of the people portrayed.

1.4 Hypotheses

1. The western media adopted biased coverage of the image of Arabs and Muslim.
2. Western print media is reinforcing the stereotypical image of Muslim and Arab.
3. The western media affect the image of Arabs and Muslims negatively.
4. language structure used in media discourse to convey stereotypical images of Arabs and Muslims.
5. The writers 'ideology affect the image of portrayed people.

1.5. Significance of the Study

The representation of Arabs and Muslims in western newspapers is an important issue that must be carefully studied because of its great implications towards the Arabs and Muslims' life in the economic, political, social and the humanitarian aspects. The importance of the media and its impact on human life forces us to study texts, analyze them, and discover what is behind media text.

This study is primarily rooted in the study of discourse, it examines not just the existence of dominant stereotypes in western newspapers, but also how these dominant stereotypes are constructed linguistically. It provides the researchers and readers with the fabricated stereotypes of Arabs and Muslims. It gives the reader an integrated image of the stereotypes of Arabs and Muslims in the Western media and how stereotypes are shaped through the newspaper discourse.

The study combines both quantitative and qualitative analytical approaches to explore the underlying meanings in the texts. It carries out a critical discourse analysis of thirty-seven selected articles from Fox news, The Wall Street Journal, BBC, the Guardian and France 24. This study sheds the light on how Critical Discourse Analysis can be used to enlighten media consumers by making them aware of what the lines carry inside. It also helps the reader to read between the lines and to differentiate between manipulative and persuasive media reports.

Arguably, studying media text rhetorically draws people's attention to understand media language deeply. It is important to present the stereotypical coverage of Muslim because of the far-reaching consequences on intercultural relations on all level, as well as the huge implications of stereotypes that kill peace among people. This requires us to pay more attention and take the

issue of stereotypes seriously due to its Negative implications on the lives of stereotyped people. In addition, this study carries out the importance of looking at how newspapers cover certain events related to Muslims, because it affects the public opinion and how Muslims and Arabs come to view themselves in a largely Western-run world.

1.6. Limitations of the Study

1. Temporal limitation: the study is carried out in the academic second semester of the year (2019-2020). And the research studies the image of Arabs and Muslims in western media according to different events released between the years (2015-2020)
2. Human limitation: the sample of the study was limited to 701 Palestinian students from different universities. The students who will answer the questionnaire are of different ages.
3. Topical limitation: the study is limited to the issue of image and stereotypes of Muslims and Arabs in western media
4. The specified articles: 37 articles subjected to different methods of critical discourse analysis
5. The methods of analysis: Critical Discourse Analysis

1.7. operational definition

1.7.1 Arabs and Muslims

At the outset, there are many definitions of the term Arab, as many uses it in different forms, so we need to differentiate between the terms “Arab” and “Muslim,” which used Frequently in the Western media. The term “Arab” is problematic and ambiguous, although scientists,

linguists, and historians have various views concerning the origin and meaning of the term Arab. In the Cambridge English Dictionary, the word “Arab” is defined as *“a person from Western Asia or North Africa who speaks Arabic as a first language”* (Al-Matrafi ,2018) .

The word “Arab” as an adjective is defined in The Cambridge Learner's Dictionary as *“Relating or belonging to the people of the Middle East or North Africa whose families came from Arabia in the past Arab countries”*.

In the 1960s and 1970s, Roget Thesaurus defined the word “Arab” as *“roughneck, cad, clumsy, deceitful, naïve”*. Defining Arabs in this negative way raises many questions about why Arabs were defined in this way for decades. Why does the definition of the word Arab include negative and stereotypical concepts and raise a racist view of Arabs around the world? Jack Shaheen as a critic who wrote “Media Coverage of the Middle East”, argues that these images are a result of mass media, which is one of the largest influences on public perceptions.

Despite the fact that the term is defined in different manners in many dictionaries, the word “Arab”, which had been associated with “eloquence”, “nomadism” and “Bedouins” in the past, now and in the new millennium, due to the dramatic political and social changes and after 9/11 attacks the term began to receive negative and speculative attention. The definition become more inconsistent and has related to “extremism”, “fanaticism”, and “terrorism (Al-Matrafi ,2018). This is what the study tries to uncover of how western media helps these definitions to spread and how it makes effort on portraying Arabs and Muslims in this way.

1.7.2 stereotypes

Stereotypes are defined in various ways and also originate from various source; the stereotypes can be used differently in the news media discourse. The term stereotype was first defined by Lippmann in 1922 in order to describe “a social group’s perceived characteristics”. Allport (1954) defined stereotype as “an exaggerated belief associated with a category”. In other words, these features are generalized to all members of the intended category or group (Brink & Nel 2015). Thus, Roger Fowler (2001) defines stereotype as “*a socially-constructed mental pigeon-hole into which events and individuals can be sorted, thereby making such events and individuals comprehensible*” (Shaw,2012).

Stereotypes have disastrous effects on societies, as they not only affect the stereotyped group, but also the person who believes and applies the stereotype. According to Lippman, “People who apply stereotypes misjudge other people and lost “the opportunity to discover the common humanity they share with others” (Lippman, 1922,). Nelson in his book Handbook of prejudice, stereotyping, and discrimination says:

“Stereotypes can arise from, and sustain, intergroup hostility. They are sometimes linked to prejudices based on race, religion, gender, sexual orientation, nationality, and just about other social category. They can serve to maintain and justify hegemonic and exploitive hierarchies of power and status. They can corrupt interpersonal relations” 2009: p.199).

Stereotypes are used when trying to examine racial prejudices toward a religious and social group .In this study, the searcher means by Stereotypes, in which way Arabs and Muslims framed in western newspaper. What are the themes, issues, events and categories that frequently associated

and generalized to Muslims and Arabs in a different western newspaper news? The negative images and the set of shared beliefs about Muslims and Arabs in western newspaper.

1.7.3 Representation

The definition of representation is very significant in this research to study how Muslims and Arabs are represented in Western media. Representation refers to ‘the embodying of concepts, ideas and emotions in a symbolic form which can be transmitted and meaningfully interpreted’ (Hall 1997, p 10). In this study, representation is used to refer to the process of meaning that works in media text to presents Arabs and Muslims. In specific how western media portray Muslims and Arabs from a particular ideological or value perspective.

1.7.4 Ideology

The writer’s attitude sometimes affects the ways of representing and constructing groups of people. In this study, the researcher examines how Muslims portrayed in western media through applying critical discourse analysis on media text to reveal how the ideology of the writers affect in forming the image of Arabs and Muslims. Language reflects and constructs ideology, the term “Ideology” defined in various way from different scholars, Hodge and Kress defined Ideology as

"a systematic body of ideas, organized from a particular point of view"(Hodge and Kress ,1993). In this study, ideology means the writer’s beliefs reflected through his choice of words. Furthermore, it means the ideas that the writer tries to show through specific facts in a manner consistent with the ideas he believes in, or the writer’s thoughts or way of thinking that reflected in the text.

1.7.5 Discourse

The term discourse is used diverse functions since long time ago, it can be both spoken and written; therefore, one prominent view was given by Fairclough (1992) as he asserts “Discourse is more than just language use; it is language use, whether speech or writing, seen as a type of social practice” (1992: 28).

In this study, the researcher means by discourse the language that used in written text that convey a certain idea to the reader which is group of sentences in the media text. In this study, the researcher looks for words, vocabulary that used in the text to communicate a certain idea about Muslims and Arabs and how these words are used to communicate particular idea.

1.7.6 Critical discourse analysis

Critical Discourse Analysis (CDA) is an analytical approach that aims to examine language use in its relation to society, it emerged in the late of 1980s spreadhead by Norman Fairclough, Ruth Wodak, Teun van Dijk and others (Blommaert, & Bulcaen, 2000).

Ndambuki & Janks assert that CDA *“a means to uncover the subtle ways in which language reveals issues of power and ideology”* (Ndambuki & Janks 2010: 73). The aim of the Critical Discourse Analysis is to reveal how aspects of discourse, social power and ideology are produced by means of language. It also aims to reveal the power and ideology that is embedded in the political discourse., In this regard, Van Dijk, one of the principal Figures of CDA, defines it as:

A type of discourse analytical research that primarily studies the way social power abuse, dominance and inequality are enacted, reproduced and resisted by text and talk in the social and

political context "(Van Dijk , 2001: 352). Therefore, CDA establishes relationship between discourse and society, it mainly focusses on analyzing language structure and its use in the text, Fairclough asserts that the purpose of CDA is to "systematically exploring the relationship of the victim who does not clearly and decisively (between discursive practices, events, and texts, and broader social, cultural, relationships and relationships, process " (Fairclough ,1995).

Critical discourse analysis definitions are varied between theory and practice, it considered a social study because the critical research is concerned with the social issues and understanding of human rights, abuse of power in domains such as racism, classism etc. Its importance derives from how it works as a method for uncovering hidden ideologies in the media discourse. In this study, the researcher uses critical discourse analysis to examine how language is used in the media text to convey a certain images and ideas about Muslims and Arabs.

1.7.7 Western Media

"media" refers to different forms of communication which delivers information. According to Webster dictionary media defined as " media is a plural form of the Latin word 'medium' meaning 'middle ground or intermediate to describe newspapers, radio and other sources of information likely derives from the term 'mass media ".

The reason of defining the concept of media during this study, it stems from the importance of the impact of media on the lives of societies and people's ideas. The term media was first used by Marshall McLuhan (1911-1980) a Canadian philosopher, and public intellectual. McLuhan viewed media as "any extension of ourselves" he also states that "The medium is the message" McLuhan (1964: p.19). He includes speech and language in his definition of media and how their structures affect how we perceive and experience the world around us.

Media deliver messages to the public to achieve certain goals, it based largely on the reader and his attraction to the news report through the language used in the text. Herman and Noam Chomsky in their book 'Manufacturing Consent say:

“A propaganda model focuses on this inequality of wealth and power and its multilevel effects on mass-media interests and choices. It traces the routes by which money and power are able to filter out the news fit to print, marginalize dissent, and allow the government and dominant private interests to get their messages across to the public”.

According to the theory, media works as businesses interested in the sale of a product to the readers to other businesses (advertisers), Instead of reporting the news to the public in a neutral manner, it is transmitted after the misshaped and reformed from its original form. So, let's agree that media affects our understanding in many issues in the world and shapes our ideas.

What I mean in western media in this study is the print media includes newspapers reports on its online version. Critical discourse analysis applied to analyze a corpus of 37 articles that reference either Muslims or Arabs in major British, American, French, from Fox news, The Wall Street Journal, BBC, the Gradian and France 24. These newspapers were selected as they are believed most prevalent and trusted global news brands.

1.7.7. 1 Media bias

Media bias can strongly influence the public perception of topics reported in the news. Media bias occurs when writers in media text highlights specific viewpoint, rather than reporting

news objectively. Furthermore, it implies when the journalists or news organizations allow their own opinions to affect the news that they report.

Media bias could be practiced whether through the selection of topics or by repetition, headlines, omissions, photos, and statistics.

It becomes clear that news bias typically arises from the choice of words within the text. In this study, the researcher means by media bias, the writer's bias against Arabs and Muslims which is reflected in media. In other words, the use of words in media text that portray stereotyped images of Arabs and Muslim in the western media. also, how the writer is far away from objectivity in presenting the facts as they are, but rather in accordance with the writer's thoughts and beliefs.

1.8. Repetition as a Rhetorical Device

This study investigates the use of 'repetition' in the written news reports. The researcher explores the function of 'repetition' as a tool, to reveal how repetition can help to emphasize a point of view or attitude. Furthermore, the researcher aims to examine how the repetition has the power of persuasion to convince the reader in a standpoint.

1.9. Conclusion

In the previous chapter, the introductions pointed to the role of media in shaping public attitude and opinion. In addition, it gives a brief introduction about negative portrayal of Muslims and Arabs around the world. This chapter determined the aim and questions of this research related to the Stereotypes toward Arabs and Muslims in Western Media. It also showed how this is study is of high significance; there are no critical discourse studies that reflect portrayal images of Muslims

and Arabs in western media in the same period of time. It also showed limitations of the study. Finally, it offers operational definitions of the thesis.

Chapter two

Theoretical Background and Review of Related Literature

2.0. Preview

To study stereotypes about a particular society or group of people is not an easy thing. In this study it is very important to talk about the historical background to associate it with the importance of the research and the necessity to study similar topics. Stereotypes about a group of people require looking at the reasons for creating these stereotypes, how they are spread, and what are the conditions that help to spread these images on a huge level.

This section consists of three parts; The first explores the theoretical background that underpins the present study and the reasons why it is appropriate in explaining stereotypes under investigation. The second review the historical background of the study which contain different issues related to the serotypes of Muslims and Arabs. The third surveys previous empirical studies on the topic of portrayal of Arabs and Muslims in western media.

2.1. Theoretical Background

2.1.1 Critical Discourse Analysis

Critical discourse analysis is one of the most effective approaches for studying language or speech. The emancipatory agenda of Critical discourse analysis is to examine the “opaque power relations” in order to view the hidden ideologies embedded in the discourse (Fairclough, 1993). Meanwhile. Van Dijk asserts that critical discourse analysis is a problem not a theory and the aim of analyzing language is to show “strategies of manipulation, legitimation, the manufacture of

consent, and other discursive ways to influence the minds and indirectly the actions of people in the interests of the powerful” (Van Dijk, 1995p.18).

According to Van Dijk (1995) Critical Discourse Analysis focuses on the relation between discourse and reality including " social cognitions, politics and culture". It also works effectively as a methodological approach which study different forms of social inequality such as racism and colonialism and the way they are produced by social groups through written texts or talk. It also an effective approach to reveal bias in the text or speech. (Van Dijk ,1995).In that respect , Critical discourse analysis is an effective tool in this research to examine bias and the embodied ideologies in language specifically newspaper discourses .

2.1.2 Critical discourse analysis of Media

Language is something essential in human existence, whether it is a communication device or a process affect human behavior. Through language, people communicate thoughts, opinions and feelings, which means that language includes sentences and meanings. When people talk or write, they formulate what they want to say. So, their way of speaking or writing creates situation or context. In another way, discourse is constructed of language then it consists of words to convey intentions. Accordingly, language cannot be analyzed according to its structure, also it cannot be separated from the context that surrounding it (Aini and Widodo,2018).

Media discourse is an important field with regard to social, political and historical context. Media text is not a simple text that can be easily understood. Alternatively, simple text can carry very complex meanings especially in the case of print media “newspapers”. critical discourse analysis is applied in different domains of discourse for a comprehensive analysis of written or spoken media discourse.

Fairclough (1995) also presented frameworks for the study of media language through critical discourse analysis. Fairclough is aware of the importance of the linguistic and rhetorical nature of the power of media discourse. According to Fairclough, media language is considered the object of the critical discourse analysis, he explains that "discourse is itself part of sociocultural change, also he expresses that discourse practiced as framework "concerned with the production, consumption and distribution of texts". (Fairclough ,1995p.13). Therefore, it is necessary to focus on the linguistic structure, Grammar and meanings in media discourse to examine how media language can affect the social and political events in society.

Along these lines, the researcher can assert that critical discourse analysis assumes the act of deconstructing and reconstructing texts can indicate the intentions of the author that reflected in the speech or the written text. In addition, the main interpretation of critical discourse analysis is to point out the dominant political ideologies and how they affect the audience the perceptions. Thus, discourse analysis plays a big role in revealing the importance of language in journalism and how language can be manipulated in order to achieve political, social and economic gains.

2.1.3 Muslims and Arabs Stereotyping in Media as institution

Diversity of relationships and social interactions between human beings creates societies include opportunities for learning and understanding the other. However, in this globalized world, communication between people increased and the curve of discrimination, misunderstanding and hostility increased also. In recent years, the concept of stereotype has become widely used in the field of media and communication studies.

Stereotype as a social factor is one of the factors that affect the interaction between people. Similarly, the stereotypes that people form of each other also play an important role in influencing

human social interaction. Stereotypes have always been part of human society. It may stem from our attempts to describe and understand behaviors, values, language, appearance and different cultural customs (McFarlane,2014). Unfortunately, while some races may be portrayed in a more favorable light, others may be portrayed in a negative and unfair manner. Arabs and Muslims are most exposed to stereotypes in the West, especially the Western media in all its forms, whether printed or audio.

Through the distorted lens of the Western media, Arabs appear different, frightening and violent. Stereotypes are projected along racial and religious lines. Western media, including the filmmakers, directed collective and generalized accusations against all Arabs and Muslims. They are brutal, heartless religious fanatics, uncivilized and “other” (Shaheen, 2001,p.2) .

This study focuses on the concept of stereotype, in particular, the stereotypical image of Arabs and Muslims in Western media and its impact on Muslims and Arabs. The most important point is how the West presents Arabs and Islamic society. The role of the media is to present facts from the outside world, but in Arabs and Muslims case it shows a large gap between what is presented in the media and reality.

Media as an Institution can forms stereotypes about specific community in different way. Media presents stereotypes as “bias information, inevitably incorporated to common knowledge and to the schemes, which audience forms about stereotypical groups”. These stereotypes may be constant and recurring in the media, which affects people's decisions and opinions towards a particular social or religious group (Sutkutè,2019).

When talking about media and stereotypes, it is necessary to focus on media discourse and its power in framing stereotypes and representing reality. In each discourse, language is used to

convey facts or to form a different reality or a virtual reality that supports non-neutral theories and ideologies. Hence, language and media constitute a large, intertwined and integral role in forming stereotypes, and here lies the role of the media as an institution. So, the danger of distorting the image of Muslims in the West lies in the fact that some Western citizens learn about Islam through what is presented in the Western media, as Western media only present a distorted, bad, and deviant image of Islam and Muslim.

2.1.3.1 The Existence of stereotypes and Its affect

Stereotypes are generalizations about a specific group of people and it can vary by context or situation. Some stereotypes have a long History and they were created as a result of different concomitances (Elayan ,2014) .The stereotype is harmful to any race or group of people, especially when the work of a particular group of any race or religion is generalized to the whole religion or the whole race.

Negative stereotypes are harmful, it justifies the denial of educational, employment, and other opportunities. Since stereotypes involve prejudice against others, and because media producers can reasonably bias media prejudices, it is imperative to examine the stereotyping Western perception of Arabs and Muslims within this study. Consequently, the effect of this stereotypical perception on the relationship of Arabs and Muslims with the West. As there is no doubt that these stereotypes provoked hatred and hostility and stood as a barrier between social interaction and cultural diversity.

2.1.4. Orientalism

Edward Said in his book "Orientalism" unequivocally affirms that Orientalism is a European innovation received by the Europeans. Edward States that Orientalism evolves as a Western way of thinking which appear as a constructed discourse for restructuring and obtaining authority over the Orient (Ürey, 2013). So, it explains some of the causes of Orientalism and the stereotyping of the orient since long time.

Mostly, the image of Arabs and Muslims in European countries and America is based on what the Western world portrays Muslims and Arabs as a primitive, terrorist and incompatible with civilization. The process of distortion that affects Muslims through Western media is similar to what the Orientalists did since a long time. Accordingly, we find a great importance of Orientalism and the stereotypical Oriental images in this study.

The entrenchment of the stereotypical image of eastern society is not a new matter, but rather an inherent process that has been worked on for many decades by the orientalists. The stereotypes about Arabs, Muslims and the East in particular, are considered images that have been transmitted based on a specific thought in order to achieve different political and economic goals.

Said recommends that Orientalism contains a portrayal, a European representation of the Orient that is different from reality or far away from being objective about the orient. On the other hand, he states that the knowledge that is provided by orientalists about the East serves the colonial conquest of the occupation in order to reap gains on the economic level and geographic expansion

we find that the stereotypes that are associated with Muslims and Arabs greatly serve the interests of the Western world (Zhang,2002). Where the West still justifies colonialism and its

interference in the East and the Arab's countries, because they are backward countries that must be helped and promoted.

2.1.4.1 Orientalist stereotypes

There is no doubt that Orientalism has negatively affected the image of Arabs, Muslims and the Orient as well. Orientalists released many stereotypes that placed the East as a whole in particular in a dark corner from which it is difficult to break.

Said argues that Orient and Occident worked as oppositional terms, so that the "Orient" defined as a negative inversion of Western. The East seen as strange, exotic, dark, mysterious, erotic and dangerous. While, the west had always seen the opposite. They had to define eastern people that they are tyrannical and in need of Christianization and civilization in order to justify colonizing the East (Schmidt,2014).

In the Orientalist discourse, the phenomenon of fear was associated with the East and its culture, where the culture of hatred and contempt for the other is widely present. The West despises the East, the East is lower than the West, the East is backward, despotic and lacks progress (Sutkutė,2020). This is what the orientalist discourse carried out in the nineteenth century, but unfortunately some of these images are still being promoted and entrenched until now.

2.1.4.2 Representing Arabs and Islam in the age of neo-orientalism

The recent transformation of Orientalism, what would nowadays be able known as a post 9/11 neo-Orientalism towards Islam and the Arab-Muslim world. The neoconservative faith, motivated by Lewis (1990; 2001) and Huntington (1993; 1996), who construct a neo-Orientalist image of contemporary Arabs and Muslims as inferior, violent and threatening. These negative images that emerged through Lewis's interpretations which could be responsible for post-9/11 extremist statements against Arab Muslims. (Kerboua,2016).

Orientalism opened the doors for Western political leaders to justify their occupation of the Eastern countries in the modern era, which can be described as modern colonialism. The war on terror is one of the new Orientalist strategies that used by the Orientalist discourse in the Western media to legitimize colonialism and domination. The war on terror is what the Orientalist discourse exploited to serve the cultural, military and political power over the Middle East (Al-Zoubi, 2015). Subsequently, to achieve and confirm the orientalists' vision, the representation of Muslims and Arabs in the western media are repeatedly produced in negative way.

When the Western media mentions Arab or Muslim violence, it describes it as the new barbarism which is considered an important element of the new orientalism discourse. Hence, violence is seen as a feature of Muslims and Arabs to create the image of the enemy that helps in legitimizing the economic and political projects of colonialism (Altwaiji, 2014).

Since the beginnings of Orientalism, the old stereotypes of Arabs and Muslims and the Western perception of Oriental culture have not changed. In this globalized world, technology allow a lot for people to communicate and achieve greater knowledge. Although, we are in 21st

century and in the era of communications and technology ,there is still a stereotyped view of the orient world in Western media.

So, due to the dominance and superiority-oriented agenda of western world countries, presenting Arabs and Muslims as the new enemy of the West has become easier. Which, encourage hostility, fear and hatred, towards Islam and lead to Islamophobia.

2.2 Analytical Framework

This study includes theoretical frameworks that consider linguistic features. The theorists whose approaches are presented here are Fairclough (1995) and Van Dijk (1988, 1989,2009). The current study uses the critical analysis approach to clearly relate rhetorical devices to ideology. The CDA methods used here draw on Dijk's socio-cognitive approach and Fairclough's approach. The descriptive and connective process of textual and contextual level, which is clearly explained in Van Dijk's cognitive theory (2009), is taken into account.

2.2.1. Aristotle's Rhetorical Triangle

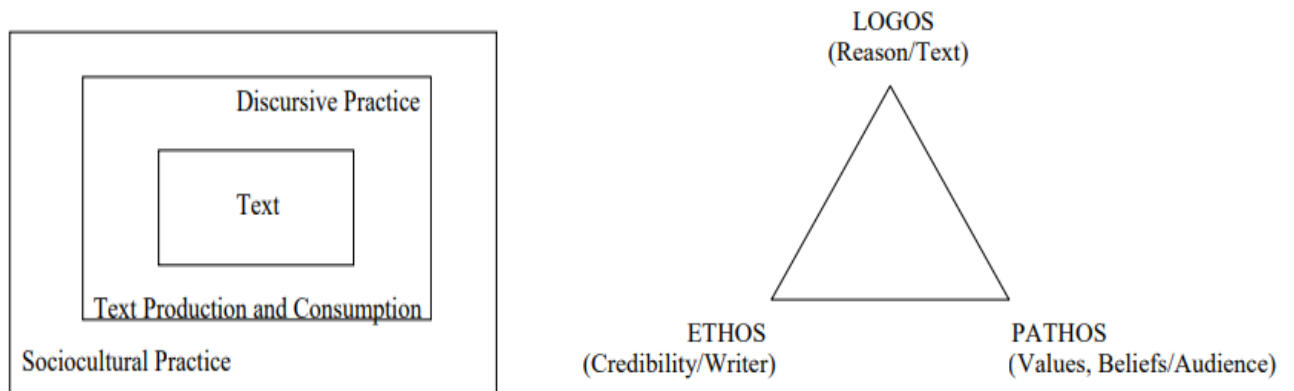
The rhetorical triangle is usually depicted as an equilateral triangle, implying that a text's logos, ethos, and pathos should be balanced. on the other hand, is dependent on both the audience and the aim of the writing. According to the Greek philosopher Aristotle a speaker's ability to persuade an audience, is determined by how successfully he or she appeals to the audience's logos, ethos, and pathos (Lutzke &Henggeler , 2009) .

- Logos appeals to reason." Logos can also be thought of as the text of the argument, as well as how well a writer has argued his/her point".

- Ethos appeals to the writer's character. "Ethos can also be thought of as the role of the writer in the argument, and how credible his/her argument is".
- Pathos" appeals to the emotions and the sympathetic imagination, as well as to beliefs and values. Pathos can also be thought of as the role of the audience in the argument".

2.2.2 Norman Fairclough Approach

CDA is a strategy for critically examining any sort of writing to understand how it affects or is affected by society as a research method. In this study, the researcher focusses on the critical discourse analysis to highlight the bias in language to convey different stereotypical representation for Arabs and Muslims.



(Figure 2.1) Fairclough's framework for critical discourse analysis of a communicative event

(Fairclough 1995)

According to Fairclough (1995), discourse is defined as "the language used in representing a given social practice from a particular point of view." (p. 56). He says that discourse has three kinds of constructive effects "the construction of social self or identity, the construction of social relationships between people and the construction of systems of knowledge and belief".

Through critical discourse analysis, we examine discourse as a social practice in order to understand the power that language wields in society. Fairclough's method of discourse analysis (1992) is three dimensional. It incorporates analysis of context, analysis of processes of text production and analysis of text.

Fairclough asserts that texts exhibit ideology, social relationships and knowledge. He explains texts show power, control and dominance. Fairclough (1995: 57) briefly describes the definition of each dimension. Text refers to all written and verbal text, it is concerned with the meaning of what is written or spoken, which the researcher focuses on during the analysis (text analysis). Discourse practice involves the process of creating and consuming text. Social practices include all social events that affect discourse.

Text analysis by Fairclough (1992: 75) can include analysis of vocabulary, grammar, cohesion, and text structure., while grammar analysis examines how combinations of words into phrases and clauses produce meaning. Fairclough points out that discourse analysis combines linguistic (phonic, lexical, grammatical, and macrostructural) and intertextual (genre and textual) analysis.

Text analysis by Fairclough (1992: 75) can include four main headings: Vocabulary analysis examines word selection, grammar (words combined into clauses, sentences), cohesion (how clauses and sentences are linked together) and finally text structure (organization of text).

With this in mind, text analysis of news examines the selection of words and their combinations that produce a particular meaning acquired by a media customer.

At this level of the analysis the researcher focuses and looks for used words, specifically on how these words present facts and ideologies. Applied to this thesis, this stage translates into the analysis of the language used in western media article concerning Violent events. throughout this process of the analysis the researcher wants to highlight how the violent acts is described, what images are set up for those involved in the violent events for both sides, what ideologies are included in the words used by journalists and is there any bias toward Muslims and Arabs.

2.2.3 Van Dijk's Approach

A. The Social Cognitive Model

Dijk defined the CDA as a kind of analytical method that focusses on how domination and social power find ways to assert themselves throughout social and political discourse. He agrees that discourse cannot be far from social interactions (Dijk ,1988). According to Van Dijk, power can be summarized as follows: the socially powerful have access to society's important resources, such as wealth, income, prestige, and education. By employing strategic tactics, you can control people's actions and, more crucially, their cognition minds.

Moreover, Van Dijk claims that speech devices include persuasion, dissimulation, and manipulation are examples of speech devices. He claims that language plays a significant effect in shaping people's brains, ideologies, beliefs, and behaviors through oral or written discourse. Particularly in the hands of powerful persons with more access to media debate.

Van Dijk's studies, suggests two kinds of critical discourse analysis, the micro and the macro social levels, within which the macro level includes the notions of power, ideology,

dominance and inequality (social and discourse practice). However, microstructure (text analysis) which focuses on the language employed in the online articles, it covers semantic, lexical structure and understanding how used words imply specific meanings or ideologies.

b. Van Dijk ‘s the ideological square.

Van Dijk (1993) claimed that discourse can be used to achieve and show dominance and power. The ideological square technique developed by Van Dijk is a conceptual tool for examining and investigating racism and discrimination against minorities in texts. The ideological square tool is recognized by the following features: "*a Positive self- presentation and a simultaneous Negative other – presentation and is observable across all linguistic dimensions of a text from the lexicon and syntactic structures, the meanings of sentences*" (Richardson 2004: 55).

2.2.4 Analytical Tools of Textual Analysis

3.2.4.1. The researcher focuses on the following linguistic features through micro analysis.

I Semantics

- a. Rhetorical figures of speech.
- b. Repetition of words

II. Lexis

- a. Adjectives
- b. Key noun frequencies.

3.2.4.2. CDA Toolkits

- . • Word order

- Lexical style

- Topic choice

- Rhetorical feature

2.3. Historical Background

2.3.1. Stereotyping Arabs and Muslim pre-9/11 attacks in the Western Media.

The September 11 attacks were a great historical turning point for Arabs and Muslims all over the world. The events of September 11 stimulated the Western media to create negative images of Muslims globally, inside and outside the United States. It had a great impact in promoting the concept of "US" Vs. "Them. Upon these events, Arabs were stigmatized as the other, they were described as the enemies of the West based on the belief that the one who carried out the attack was a Muslim.

As a result, the act of terrorism generalized to include all Muslims, regardless of their ethnic or national origin, and they were considered the contrast of democracy (Hafsa. 2019). The 11th of September attacks were a great opportunity to manipulate the image of Arabs and Muslims in the Middle East and around the world. These events were defined and shaped within the contexts of religious extremism and global violence. Which increase the negative stereotypes that maintained the ideology of fear of Muslims.

Fabricated stereotypes of Islam are pervasive in the Western media through all means of communication, whether televised or printed. Western media aim to portray Islamic culture as anti-rational, barbaric, anti-democratic, etc. Western media deliberately distorted Islamic concepts and created unrealistic perceptions of the principles of Islam.

Moreover, Arab fashion does not escape the contempt, such as, the scarf and hijab are reduced to the level of the masks that are worn by terrorists. In this way, the veil and the Islamic scarf are degraded of religious and cultural symbolism of chastity (Ridouani,2011).

2.3.2. The West and Islamophobia

The phenomenon of "Islamophobia" has increased dramatically in the West since the September 11th attacks. Islamophobia defined as “unfounded hostility towards Islam” (Runnymede Trust, 1997:4) or it is “a form of racism as well as unfounded fear of Islam” (Marranci, 2004: 105) The idea of Islamophobia is to spread fear of Islam and portray Muslims as an enemy. Western media has created another source of Islamophobia related to the fear that Americans aspire to impose.

Fear of Islamic law based on the Qur’an and Sunnah, or the tradition of the Prophet, as it was adopted that Islamic law threatens the social fabric of American society. Media images describe Sharia Islamic law as a strict, dangerous and unenforceable doctrine including brutal criminal punishments and intolerance to contemporary life.

The events of 11 September attacks have added a deeper philosophical and intellectual dimension to the negative stereotype of Arabs and Muslims that already exists in the American

society. Moreover, it formed a fertile ground for arrogant stereotypical generalizations that were originally hostile to Muslims.

Many prominent media professionals in Western countries drew insulting pictures of the Prophet Mohammad, may blessings and peace be upon him, where he was also described as a terrorist as well as the Quran was described as “the book of the enemy” (El-Aswad, 2013). These widespread negative images show how anti- Muslim attitudes have become widely accepted or embraced by Westerners who consider themselves neutral and open-minded.

A deeply negative understanding of Islam affects Muslims who have become vulnerable to a web of racism that includes the media, hate crimes, and an inhumane ideology . Fear of Islam is no longer a strange thing, but unfortunately it is an unfair view of Muslims and Islam. Based on this concept, Muslims in all parts of the world suffer from murders based on hatred and racism. It has become difficult for Muslims to change this image in the Western world as a result of the continuous stereotypical coverage in the Western media .

When we talk about Islamophobia, we talk about fear of the Muslim and Muslim ideas, fear of everything related to Muslim culture, such as clothes, traditional costumes, veil and everything that Muslim women wear. However, these stereotypes arose out of associating Muslim clothing and slogans with terrorist acts.

2.3.3 Stereotypes of Arabs and Muslims Presented in Hollywood Movies and president speech.

Spreading stereotypical images of Arabs and Muslims was not limited to magazines, newspapers, television programs, and presidential speeches. They were also portrayed in multiple stereotypes through cinematic films which contributed to the reinforcement of stereotypes and

their circulation in Western media. The stereotypes attributed to the Arabs are numerous, as the filmmakers collectively accuse all Arabs of being an enemy of the Western world, and they are most likely to be the master mind for mass destruction and crimes.

President Donald Trump portrayed the United States as a country filled with refugees and immigrants, including Muslims. During his election campaign he said that "Islam hates us", targeting American Muslim as extremists and terrorists. During his election campaign he proposed a 'Muslim Ban' statement. Trump has argued that Americans should be given strong protection against Muslims. He also has indicated that it is necessary to prevent Muslims from entering America because "we have no choice". Otherwise, they could pose a serious threat to the lives of Americans. (khan, Kaur, Adnan & Khur, 2019). Through his speech, the US President deepened the concept of "Us vs Them", and incited hatred against Islam, as he relied on generalizations and exaggerations in his speech.

The film industry is often used as a powerful and effective tool to influence people and shape a negative image for Muslims and Arabs (Arti. 2007). The utility of portraying Muslims in a stereotypical manner has been widely used by film, television series, comic books, and advertising makers.

Jack Shaheen, in his recent book, "Reel Bad Arabs: How Hollywood Vilifies a People", Jack Shaheen criticized the methods of American cinema and filmmakers for defaming Muslims and Arabs. He analyzed 900 films in which Arabs were shown contrary to reality.

Jack Shaheen noted that the stereotypical images of Arabs throughout the time were used to establish a distorted image of Arabs in the eyes of the West, as they developed their cinematic products and works based on false stereotypes. In the introduction of his book, he quotes the

cartoonist "Sidny Harries" who sees the caricature of Arab wearing robes and turban, a villain and a dangerous man involved in hijacking and blowing up public facilities.

Muslims have been caricatured as such repeatedly in Western media, in which violent Muslim representation not only serves Western propaganda but also generates good profits in the world of filmmaking.

Jack Shaheen indicated through a general analysis of films from 1896 to 2000 that Arabs did not appear as positive characters, except through only 12 films, or 5%, and the rest of the characters are placed in negative stereotypes. Shaheen criticized the stereotype of Hollywood about Arabs in which men are portrayed as terrorists, who only think about food and sex. In addition, he argues that Hollywood films portray Arab women as weak submissive, silent creatures covered in black or as half-naked dancers. (Arti, 2007).

Shaheen identified four basic myths that possibly pertain to the stereotypes of Arabs and Arab-Americans. "They are all fabulously wealthy, they are barbarians and uncultured, they are sex maniacs with a penchant for white slavery, and they revel in acts of terrorism" (Elayan, 2005).

These are some of Hollywood films that included distorted stereotypes of Islam and Arabs, these films received great cinematic profits in theaters and greatly publicized in all American cinemas. Rules of Engagement a movie" was released on April 7, 2000, by Paramount and it was placed on Shaheen's Worst List "one of the most blatantly anti-Arab scenarios of all time" (Shaheen, 2001, p. 404). The movie, which is based on a story by former Secretary of the Navy James Webb. The Yemeni Arabs (Yemen) were portrayed as bearded, killing innocent people in

the US embassy, writing anti-American signs, and children were also portrayed as rioters throwing stones and bombs.

The movie that made sweeping revenues, "Three Kings" was released on October 1, 1999, by Warner Brothers. The movie takes place after the Gulf War and Operation Desert Storm. The events of the movie showcase US soldiers trying to rescue Kuwaiti gold bars stolen by Iraqi President Saddam Hussein and trying to prevent American soldiers from killing Iraqi insurgents. Unfortunately, the goal of the film is to show how the withdrawal of the US military from Iraq caused many Iraqi deaths and left Iraq vulnerable to the wrath of Saddam and his army.

Another film is "The Siege" was released on November 6, 1998. The movie depicted Arab Muslims and Palestinians as terrorists. In this film, Arab immigrants and Arab Americans are being represented as extremist killers, who blow up the FBI and kill more than 700 Americans. Where Islam is linked with terrorism by depicting one of the protagonists, Samir, the terrorist who prays in the mosque before intending to kill peaceful Americans (Elayan, 2005).

In fact, these films serve specific political interests and ideologies to advance the Western agenda. These and other films put forth the idea that stereotypical image of Muslims and Arabs came within systematic campaign. It aims to influence the image of Arabs and Muslims not only culturally, but politically and economically. Through different films, the West is always portrayed as the victim, while Arabs and Muslims are the opposite. If Arabs and Westerners are placed into the same movie, then Arabs and Muslims will be representing as the murderous and ignorant terrorists.

2.3.4 Islam and Arabs through the Orientalists' eyes.

In his book *Orientalism*, Edward Said argues the way that the Orient has conceptualized and pictured by the West. Edward points out that the image that was drawn of the Arabs and their culture, is a close-up to myths, not reality (Magnier, 2017.) However, Edward Said redefined the term as “a style of thought based upon an ontological and epistemological distinction made between ‘the Orient’ and (most of the time) ‘the Occident’” (Said, 1978: p 2).

Orientalism sheds the light on one side of the East, pointing to a single truth opposed to that of the West. The Western world is viewed with pride as an advanced, democratic, civilized, educated, and prosperous world, while the East is simply not. Edward Said, in his book "*Orientalism*", which is considered one of the most important and influential books, criticizes the stereotypes propagated by orientalists about Islam and the East.

Said, through his book "*Orientalism*", has succeeded in striking a fatal blow to the school of Bernard Lewis, which included a group of thinkers, historical researchers and what are described as leaders of strategic thought in the United States, such as Samuel P. Huntington, who is known in his 1993 theory, the "*Clash of Civilizations*". He argued that future wars will not be fought between nations, but between cultures, and Islamic extremism would become the biggest threat to Western hegemony over the world.

Bernard Lewis is a British-American historian specializing in oriental studies, specializing in the history of Islam and the interaction between Islam and the West. Edward Said considered the works of Bernard Lewis as a model for the Orientalism that he wrote about. Moreover, upon the events of September 11th, Lewis popularity rose in the media and turned into a star on the

screens and in Western newspapers, as he broadcasted his divisive views and expressed his inferior ideas of Muslims.

The "central argument" of Orientalism is that the way we gain knowledge about others is not innocent and objective, but rather to achieve economic and political interests. European countries, America, and the West in general view the countries and peoples of the Middle East through a lens that distorts reality (Jhally. 2005).

Edward Said indicates that there is a dangerous European prejudice against Arab and Islamic peoples, and it also came that the Europeans divided the world into two parts, West and East or the civilized and uncivilized, as the Europeans defined themselves as the superior race compared to the Easterners, which justified their colonization of the countries of the East (Mart ,Esen and Toker 2010).

Said also describes how the orientalist claimed they knew the East, their writing represented the East as being backward and not re-evaluating the Western rulers as rational, peaceful and logical, which legitimized the colonization of the East. This distinction serves the concept that the East remains subordinate to the West, where a comparison is made between Us, which means superior Westerners, and them, which means inferior Easterners, all of which has reinforced the unsolvable division between East and West or Islam and the West (Wolf, 2015) .

As for the orientalist interventions in the Middle East, for example Lewis presented an explicit call to intervene in the affairs of the Middle East, under the pretext of "establishing democracy" in it, as he claims that the inhabitants of the Middle East, the Arabs, have failed to catch up with modernity and have fallen into an increasing cycle of hatred and anger, as he

describes it, he says in his book *What Went Wrong? The Clash Between Islam & Modernity in the Middle East*

“To a Western observer, schooled in the theory and practice of Western freedom, it is precisely the lack of freedom—freedom of the mind from constraint and indoctrination, to question and inquire and speak; freedom of the economy from corrupt and pervasive mismanagement; freedom of women from male oppression; freedom of citizens from tyranny that underlies so many
”Page115”.

Edward Said considered that the Orientalist discourse plays a major role throughout history in forming a negative stereotype of Arabs and Muslims. Said's did not attack Lewis for being a subject researcher to a larger extent, but because his writings advanced the propaganda against the Arab and Islamic worlds. Some of his writings were not always objective, but rather served major political interests and ideologies to work on the fragmentation of the Middle East and some Arab countries (Hafsa ,2015) Islam has been portrayed as a religion that threatens Western democracies and as a dangerous religion rooted in violence.

On the status of women in Islam, Lewis spoke of the unique difference between Islamic and Western civilization. he claimed that women in the Western world enjoy independence, while in the East they have an inferior position. He also expressed that woman cannot mix with men and remove the veil, thus calling for the achievement of equality and defending the rights of Arab women.

Lewis was not objective in covering the position of women in Islam. The phrasing that Lewis used in these excerpts appears very similar to the orientalist as he fed the stereotype of Muslim women. He indicates that their husbands and families force them to cover themselves completely from head to toe including the face and only allow them to do what he does or the

male members of their family ask them to do so, and they play a secondary role to the men of their community (Jawad, 2012)

Discussing and tackling the issue of Orientalism is a very important matter in this study, as it is significant to understand the historical background of the image of Arabs and Muslims in the West. It searches for the roots of Western stereotypes about the mythical, irrational, and violent backward of the East that contrasts with the rational, civil, civilized West.

Moreover, the comparison between East and West has always created a gap at the level of communication between different cultures of the East and the West, and deprived people of respecting the diversity between cultures in the world. On the contrary, the different and opposite culture was represented as a culture of less value and less civilized. Bernard Lewis and other orientalists have the power to influence not only the minds of ordinary people but also senior political leaders. When an orientalist is able to present evidence that matches the ideas he wants to communicate to the public, we must always think about how the evidence is presented and whether certain evidence is used to convey a biased idea.

In fact, stereotypes of Arabs and Muslims in Western media are not a recent phenomenon, but rather something that Arabs and Muslims have been suffering from for centuries. Unfortunately, the biggest problem is that Arabs and Muslims are seen as one part, and the diversity and differences among Arabs themselves are not taken into consideration.

Most of the stereotypes spread in the Western world are generalized to all Arabs and Muslims, meaning that all Arabs are similar in thought and logic. The stereotypical image of Arabs and Muslims in the West is spread through cinemas, thinkers, magazines, as well as news reports

and TV radio programs. This is the biggest challenge for the Arab media in facing these fabricated and generalized images of Muslims and highlighting the true image of Islamic and Eastern culture.

2.4. Review of Related Literature

2.4.1 Arab Studies

Lemmouh (2017) conducted a study “*Critical Linguistic analysis of the representation of Muslims in The New York Times*” with the aim to shed light on the role of Syntactic and lexical features in shaping stereotypical images of Muslims in media discourse. Lemmouh examines how Islam and Muslims are portrayed in The New York Times through the years 1990, 1995, and 2000.

Lemmouh ‘s study is an attempt to measure Arab’s portrayal in the U.S through the analysis of newspaper reports of the New York Times. It focuses on the main ideological representation of Islam and Muslims in the New York Times. It also examines the linguistic structures and the discursive strategies that are used in media discourse to promote the creation of the serotyped representation of Muslims.

In his study, Lemmouh depends on van Dijk (1991) claims that Islam and Muslims are represented as a threat, and the classification of non-neutral words is based on Brown’s (2000) list of “closed views” of Islam and Muslims. The results showed that frequency and distribution of syntactic structures and lexical items have inserted convincing evidence that there is a pattern of stereotyped representation of Muslims.

Moreover, it examines how the grammatical features work together to present a stereotyped image and perception of Muslims in the analyzed newspaper discourse. According to the results

of the analysis, the researcher points out that the language of the media as a representational tool does not always reflect facts. Thus, it can be circulated to serve different ideologies or Views.

In 2018, Ghada Ahmad carried out a study entitled *Portrayal of Arabs and Muslims in Western and Eastern Media*. Ghada Ahmad aimed to examine the representation of Arabs and Muslims in the political textual discourses. The study applies qualitative analysis on two incidents that occurred in Western countries. The first incident is “the Chapel Hill Shooting” (2015) that took place in North Carolina, and the second is “Killing of Nabra Hassanen” (2017) that happened in Virginia, United States.

The research aims to examine to what extent do the news reported in Arab media regarding Muslims differs from that reported in Western media. It also identifies what values are associated with Muslims, then it contrasts the way these certain incidents are handled in Western media to the way they are reported in Eastern media.

The findings of the research point out the major differences between the presentation of the same news on both sides. The western media circulate that the attack was driven by a dispute over the parking space. On the contrary, the Arab media stresses that such attacks were not sufficiently and fairly covered in the western media. The analysis showed that any incident related to Muslims presented in the Western media in light as a mere 'dispute'. Even though the crimes emerged because of religious hatred and racism.

In contrary, the Arab media stresses that such attacks epitomize the prejudice against Muslims. It claims that the events were a result of stereotypical conceptualization that are formed in the mindset of western people and as a result of these successive events, the isolation of Arabs and Muslims in the West has increased. In the end, the researcher recommended that other

researchers start where this research stopped at, with the aim of addressing the image of Arabs and Muslims in Western media and bridging the gap between the two ends of the world scale, namely, the East and the West.

Alazzany (2008) conducted a study entitled *critical Discourse Analysis of The Representation of Islam and Muslims Following The 9\11 Events as Reported in The New York Times*. Alazzany aimed to examine how Islam and Muslims are portrayed in the discourses reported in the New York Times newspaper in the wake of the September 11 events. He also provided an explanation of how certain aspects about Islam and Muslims are “highlighted” while others are “obscured to represent Islam and Muslim in a stereotyped way. The study based on multi-disciplinary approach of Critical Discourse Analysis (Fowler, 1991; Fairclough, 1995) and it grounded in Fowler's (1991) and Fairclough's (1995) view that language reproduces ideology.

Alazzany used critical discourse analysis approach to answer the main questions of his study which are What are the main ideological themes that dominate the coverage of Muslims in the NYT stories post 9/11. In addition, he examined the linguistic structures that are used to create representations of Islam and Muslims in the language of 78 articles of the New York Times.

In the light of using the theoretical and methodical approaches of this study, the results showed the themes that dominate the representational discourse of Muslims are the concepts of violence, turmoil, threat, and evilness of Islam and Muslims. It also showed that there are some discursive strategies like selection and generalization are utilized in the NYT to promote the ideological themes that demonstrated in the representational discourse of Islam and Muslims.

Moreover, the results found that these themes are promoted by linguistic tools like, nominalization, transitivity and the choice of lexical items to create a biased representation of Muslims. He concluded that American Muslims were represented as peaceful moderate Muslims, while external Muslims were portrayed as extremists, and violent who exercised extremist version of Osama bin Laden.

Another study published by (Sarkhoh, 2013) entitled *the ideological discursive representation of Islam and Muslims in the press: a comparative study*. Sarkhoh's study aims to conduct comparative study of the ideological discursive representation of Islam and Muslims by focusing on major Muslim related events that attracted media coverage. To achieve the study's aims, a dimensional qualitative and quantitative research framework made up to examine the newspaper data from various perspectives: In-depth qualitative Critical Discourse analysis, Quantitative Content analysis and Corpus Linguistics, and Qualitative reader interpretation analysis through focus groups.

The quantitative and qualitative discourse analysis are conducted on newspaper data on the following two events, "The French Face Veil Ban" 2009 - Event and "The Danish Cartoon Controversy 2006". The primary source of data investigated in this study was designed to include newspaper texts produced by UK and Arab English language newspapers

The analysis indicates how the two sides dealt with the two main events. What are the meanings and lexical choice included in the language of news articles? Reporting on both news events, the findings of the study showed that Muslims are represented as an entity to be feared in the western media. In contrast, the Arab based texts were dominated by discourse emphasizing Islam and Muslims as victims of ill treatment.

In conclusion, Sarkhoh's study is consistent with a number of studies conducted on the same topic. As Muslims are seen as a source of threat, they should be feared, also the representation of Islam and Muslims indicates to the continued existence of some 'Orientalist' depictions of Islam and Muslims around the world.

Amal Shousha (2010) in her PhD thesis on *A Critical Discourse Analysis of the Image of Arabs in the American Press* examined how Arabs are represented in news articles published in the Newsweek and The Washington Post between 2001 and 2007. Shousha focused on the period from the 17th of September 2001 till the 31st of December 2001 using a critical discourse analysis approach.

Van Dijk's ideological square technique is used in Sausha's study to analyze and explore racism and discrimination against minorities. It used to uncover the hidden ideologies showing racism in newspaper's text. The study was particularly interested in analyzing the language used in the reports which was printed in the second week of the events of September. The aim of applying Critical Discourse Analysis in this study is to analyze the lexical, syntactic, and semantic features exhibiting the writers' ideologies against Arabs and therefore determining the Arab picture portrayed.

Shousha found out that Arabs are portrayed negatively in the newspaper article throughout the frequency of the word "Arab/s". The researcher pointed out that the word Arab was not directly related to the concept of terrorism, but the words used to modify Arabs indirectly through the language of the text. On the other hand, the word terrorism is associated mostly with the word Islam and Muslims. Arabs are referred to as: the aggressors- mass murderers- an enemy- terrorists- Arab murderers- Middle Eastern terrorists- Islamic terrorists Muslim terrorists- and Islamic extremism.

Alghamdi (2015) published research on “*The Representation of Islam in Western Media: The Coverage of Norway Terrorist Attacks*” seeks to ascertain how language was manipulated in coverage of Norway Terrorist Attacks. Alghamdi aimed to analyze corpus of media and a video report in order to give expression to prejudice against Islam and Muslims. Some of the articles were published in the aftermath of the terror accident while other articles and blogs published at least a day after the incident had occurred.

The macro and microanalysis of the article aim to represent the author's attitude toward Islam and Muslims. The discourse analysis indicates the terms that used to refer to Islam or Muslim such as Jihadist, Islamic terrorist and al-Qaidah. By analyzing the articles, the researcher reveals how the author did not only accuse Muslim for the terrorist attacks but also for being a serious threat.

The findings of the research clarify that the language used in the article reveals the writer's negative attitude of Islam. The analysis also reveals that Muslims and Islam associated with the concept of terrorism. All Muslims are accused of being a source of terrorism around the world and have been blamed for the incident. The researcher concluded that these western media institutions used word choices, implicature, and modal expressions to hold Muslims accountable for the attacks.

Based on a number of literatures which relate to media and terrorism, Fauziah Hassan and Sofia Yusef (2013) in their Master thesis “*The Framing of International Media on Islam and Terrorism*” aimed to explore how western media label Muslims with terrorism.

They applied a content analysis as a research methodology in collecting, coding and analyzing media discourse. The researchers have selected 109 news articles from “The Economist”

from the UK and “TIME” from the US as international news magazines. To achieve the aim of their study, they choose articles that touched on issues either directly or indirectly related to Islam and Muslims. The study clarifies how the mainstream printed media reveal an attitude of labeling Islam with terrorism. The researchers found that from all the articles examined, there are three common negative frames and one positive frame associated to Muslims.

The findings of the study indicate that western media tried to frame Muslims as terrorists and frame Muslim’s countries as in chaos. The study also found out that despite Western claims that the world will be in peace and Muslims are not terrorists without Osama bin Laden or after his death. However, the description of Arabs is still associated to terrorism in a number of articles, even after his death. Most news articles certify that the western media are still feeding the readers with a negative perception towards Islam as a whole.

In their study *How is Islam Portrayed in Western Media? A Critical Discourse Analysis Perspective* Fatemeh Poorebrahim and Gholam Zarei, (2013) aimed to investigate how Islam is represented in western media through examining the relationship between language and ideology. The researchers applied Critical Discourse Analysis under the theory of Van Dijk's notion 'ideological square' and Said's notion of 'orientalism'.

The study investigates the function of language as a social practice in media discourse. The headlines comprised of news stories from the Independent, The New York Times, the Herald Tribune, and the Times newspapers from 2008 to 2012. Fatemeh analyze the lexical choices that each of the headlines is used for the construction of Orientalist descriptions of the West (self-representation) versus them (Muslims).

Fatemeh and Gholam' study revealed that Islam and Muslims were misrepresented in the headlines of the newspaper. The analysis depicts that Islam is repetitively stereotyped and Muslims are negatively represented in news articles. The analysis of the lexical and structural choices showed that Islam and Terrorism are considered the same. Islam collocates with Radical' ' kill', 'suicide', and 'threat'. Muslims are stereotyped as a nation which is a threat because of their faith and terrorism. More specifically, the representations that associated with Muslims are ' homogenous', ' inferior', 'the enemy', 'separate'. The researchers concluded that western newspapers predominantly frame Muslim cultural differences as cultural deviance and it seems as cultural threat.

Since 9/11 attack, terms such as “Islamic terrorist, Muslim fundamentalists” and “violent Islam” are used extensively in Western networks. Ibrahim (2010) conducted a study on *The Framing of Islam on Network News Following the September 11 Attacks*. The researcher employs verbal and visual framing analysis to examine the image of Islam and Muslims in the American news networks.

According to the analysis, the researcher found that American Muslims were portrayed as a peaceful part of an American in-group, while foreign Muslims were portrayed as violent in out-group terms. The results of the study showed that the Islamic religion has been represented as a violent religion and as violent threat. Moreover, the news reports about Islam and Muslims include attributes to terrorism, extremism or jihadism. At the end, the researcher urges the reporters to write objectively and transparently regarding topics that revolve around Islam and Muslims.

Hollywood's images have the ability and power to allow audiences to generate ideas, opinions and thoughts based on what they see. Stereotypes differently appear within Hollywood films. A study published by Elayan 2005 focused on qualitative analysis of six movies entitled

“Stereotypes of Arab and Arab-Americans Presented in Hollywood Movies Released during 1994 to 2000”. The researcher focused on classifying the stereotypes that were associated with Arabs in general and American Arabs. The researcher also spoke about the stereotypes that are associated with Arabs, such as violence, ignorance, and terrorism. The researcher also focuses on portraying violent characters who seem to use Islam to justify acts of destruction, as how do these characters play a negative role in confirming Arab’s stereotypes.

At the end of the study, the researcher explains the role of Hollywood films and filmmakers in creating stereotypes about Arabs. It provides qualitative evidence that the six movies contain stereotypical portrayals of Arabs and Arab-Americans and it indicates the spread of these images in the end, the researcher recommends the necessity of conducting extensive studies on films and their role in disseminating stereotypes and making viewers aware of these stereotypes.

Another study examined the representation of Arabs and Muslims in Hollywood Movies. Noura Alalawi in her study **“How Does Hollywood Movies Portray Muslims and Arabs After 9/11? “Content Analysis of The Kingdom and Rendition Movies”** investigated how Hollywood Movies depicted Muslim and Arabs after the September 11th attack.

The study aims to highlight the negative portrayal of Arabs, Muslims and the Arab community in Hollywood Films. For this purpose, the researcher analyzed two movies, The Kingdom and Rendition.

The researcher focused on the kinds of Arab’s stereotypes in the two movies to find out how Hollywood portrays Arabs and Muslims after 9/11. Noura’s study found how were the old stereotypes taken and shown in the movies, such as that Arabs are barbarians, uneducated, and

terrorists. In addition to the fabrication of violence for Arabs and Muslims by combining different types of Islamic symbols during the events of violence that involved in the movies.

2.4.2 Western studies

One of the approaches to study how Muslims are portrayed in the West, A study by (Ridouani, 2011) entitled *The Representation of Arabs and Muslims in Western Media*. Ridouani aimed to analyze how Arabs and Muslims are represented in Western arts, then he focused on their negative portrayals in cinema, arts, and press as well. The study showed that the Western media deliberately distort the image of Muslims and the Islamic identity. Furthermore, there are different distorted images created of Muslims in arts and the film industry that gives false ideas about Muslims.

According to the study, Arabs are often framed as mere people seeking for lust, Arabs portrayed as rich and barbaric. In the study, the researcher argued that The West preserve a persisting conceptualization of Arabs and Muslims as an alien “Other” or rather “Enemy”. To exemplify their view ,Ridouani cites examples from arts including Mark Twain's works that depict “Muhammadeans”(Prophet Muhammad as a Messenger) as “savage”, “pagan” and ‘infidel” and how Arab Woman are represented as highly sexualized belly dancer in Disney’s conceptualization in Aladin.

The researcher attempted to clarify why this negative view of Muslims is 'generalized' in the Western media. He argued that Western media, including cinema and art is responsible for the continuous distortion of the image of Muslims for many decades. However, the incitement and inflaming of the image of Arabs and Muslims is what stirs hatred and discrimination towards Muslims around the world.

Drawing on critical discourse analysis and the selection of media discourses that refer to the terrorist attacks. In his study, *Misrepresentation of Muslim and Islamophobic Public Discourse in Recent Romanian Media Narrative employed critical discourse* Pop (2013) aimed to examine the interpretation of the political and media discourses related to Islam. The researcher selected media narratives from the public debates that took shape after the Brussels attacks on March 2016. The study applies textual and ideological analysis to understand how in Romania the leader's opinion, the political elites and the media discourse are building an anti-Islam propaganda.

In the study, Doru Pop argued that there is generalized anti-Islam propaganda, he indicated that Islam and its followers are demonized by politicians, cultural figures and opinion leaders. The critical discourse analysis clarifies that the politicians are used several biased labels about Islam to promote negative stereotypes. Which develop a form of unjustified narrative about Muslims and their culture and civilization. It also explains that the intolerant discourses of the politicians are part of a generalized anti-Islam propaganda

The researcher asserts that the ideological and political bias was not only exist in the lexical choices in the discourse, but also the selection of media discourses indicated to Islam as threat and as violent religion. In sum, Pop concluded that there is a form of unjustified Islamophobia is cultivated in the Romanian media and the political discourses for ideological purposes.

Moreover, Baker, Gabrielatos, and Mcenery, (2012) in their study *Sketching Muslims: A Corpus Driven Analysis of Representations Around the Word 'Muslim' in the British Press 1998–2009* emphasize the negative stereotypical images of Islam and Muslims in British media. The researchers applied critical discourse analysis on the "Representations of Muslims in the British Press 1998-2009". In this study, the researchers used combination of quantitative and qualitative research methodologies in their study. They also used Sketch Engine tool to examine

the representation of the word Muslim in a 143-million-word corpus of British newspaper articles. They examined topics covered in the media, including debates about veiling and the threat of extremism. The qualitative analysis of the word Muslim in the British press found that Muslims were represented as alienated, and in conflict with non-Muslims.

According to the analysis, Muslim community characterized as distinct, homogeneous entities that take offence, in tension with the 'the West'. The analysis also showed that words such as fanatic and extremist were frequently associated with Muslims in the articles. The study concludes with a discussion of researcher bias and an extended notion of audience through online social networks.

Muslims portrayed more negatively than other religious groups in the western world. Bleich and van der Veen (2018) conducted their research on *Media portrayals of Muslims: a comparative sentiment analysis of American newspapers, 1996–2015*. They apply a comparative sentiment analysis of 17 American newspapers over the 20-year period of 1996–2015. They selected Hindus, Jews, and Catholics as religious minorities have covered in the US media, to compare them with Muslims as religious Minority. The researchers examined 853,839 articles drawn from 17 newspapers to obtain a representative sample of US print media coverage of these religious groups.

The findings demonstrated that there is a very high percentage of the articles analyzed had a negative tone in the topics related to Muslims. The persistent negative tone of the articles is likely to contribute to negative public perceptions. Furthermore, articles about Muslims are simply more negative than the articles that refer to Hindus, Jews, or Catholics. In conclusion, the researchers urge that Muslims were associated with stories about extremism and violent in the media text.

In similar, Bleich, Stonebraker, Nisar and Abdelhamid conducted a study entitled *Media Portrayals of Minorities: Muslims in British Newspaper Headlines, 2001–2012*. They aimed to examine media portrayals of Muslims in British newspaper headlines from 2001 to 2012. In this study, the researchers measure the standing of different groups that “relies on the tone of daily newspaper headlines containing the names of minority groups”. In their study, they compared the portrayal of Muslims to that of Jews and Christians. The Researchers analyzed the newspaper headlines that mentioned Jews, Christians and Muslims. The headlines were analyzed to find out the extent of the fact that Muslims are portrayed in British newspapers in a negative way more than any other minority

The discussion revolved around the extent to which Muslims are associated systematically to problems such as terrorism, crime, or economic threats and cultural incompatibility. The study demonstrated that the headlines in right-leaning newspapers are more negative than those in left - leaning newspaper. In the headlines Muslims portrayed both negatively and positively over the years. Finally, the researchers did not find support for arguments that Muslims are consistently portrayed in a negative manner in the British media as a whole. However, Muslims are portrayed more negatively than any other minorities in the headlines.

social media platforms contribute to increase anti-Muslim attitude, it sometimes helps in spreading negative portrayal of Muslims. Curci (2019) examined how articles and videos shared on Facebook about Muslims and extremism influence the comments of Facebook users. He applied critical discourse analysis to analyze Facebook user comments on Facebook posts that are about Muslims. Through the linguistic analysis, he identified patterns of concepts, themes and stereotypes that reflected in Facebook comments. In addition, he clarified how these comments reveal certain characteristics of Islamophobia.

The researcher utilizes Habermas's theories in this study, in order to frame general analysis of how semiotic choice and online flaming reflect characteristics of Islamophobia in the discourse of Facebook comments. He compares the results of the content analysis with other studies that focused on the same topic. The analysis showed that there are similarities between the results of his study and other studies the majority of commentators commented that Muslims are Terrorists, Muslims as Rapists, and Muslims should be deported". Some Facebook commentators reacted that Muslims "have extremist views and their religion cannot coexist within the lifestyle of the western world" (Curci 2019,p. 61) .

In regards to the reflection of certain characteristics of Islamophobia in comments, the participants described as individuals or as part of a collective. All Muslims described as terrorists as a result of one individual's behavior. According to the analysis, the researcher indicates that Facebook posts have the potential to influence realities negative or positive and it reflected certain characteristics of Islamophobia.

2.5 conclusion

The previous chapter clearly shows the representation of Arabs and Muslims in the Western media. It develops the literature review that details the stereotypes of Arab and Muslims in western mainstream media. looking at the time periods in which the studies were applied, previous studies help the researcher to explore new points of the study and it contribute clarify the research problem. It also demonstrates the importance of the current research in conveying the stereotyped image of Arabs and Muslims in Western media. Furthermore, presenting the previous study within different time frame help the researcher to identify similarities and differences between current research and previous studies.

The researcher presents previous studies related to the stereotyped image of Arabs and Muslims through social media to show the stereotyped image of Arabs and Muslims is reinforced not only through printed media, but also from other means of communication. In addition, to give an insight into the rootedness of stereotypes in all Western media in their various forms.

What the previous chapter presented helps the researcher to relate the results of the current study with the previous studies in terms of similarity or difference. The historical background gives an indication of the era in which the phenomena first occurred, as it highlights features of the stereotyped image of Arabs and Muslims and their expansion throughout history. Consequently, the findings demonstrate whether the stereotype is still influenced by the ancient Western theories about Arabs and Muslims or is it rooted in human history, and what is portrayed in Western media feeds Western Orientalist views of Arabs and Muslims.

The Orientalist theory of the writer Edward Said was presented due to its great role in this research, as the Western view of Arabs and Muslims is considered a purely Orientalist view. And to display the stereotyped images of Arabs and Muslims that correspond with the orientalist view expressed by Edward Said.

It is necessary to recognize the history background to be aware of how the research results are related to what has been talked about in the historical background. The theoretical framework of this study is derived from various critical discourse analysis theories overlaps with the fourth and fifth research questions in particular. The purpose of invoking the theories is to answer the two questions raised and to connect the findings of the critical analysis with the survey results, determining whether there is a difference or correlation between each research approach.

Chapter Three

Methodology and Procedures

3.0. Preview

The researcher in this chapter marks out the methods and approaches used to collect data from the study population and the sample of the research to define the overall aim. Moreover, the researcher states the tools that are used in collecting the data. Furthermore; it provides needed explanations about the reliability and validity of the research tool which has been designed to answer all the study questions. Finally, this chapter presents the research design, sampling, and data collection procedures.

3.1. Methodology

The quantitative and qualitative methods were combined in this study in order to answer the study's questions and achieve its desired goals. A quantitative approach of statistical analysis was used to analyze the data of the study which was collected using a questionnaire

This study is also a descriptive study with qualitative approach which was chosen because the researcher wants to look at the significant value held by quantitative and qualitative methods. Quantitative and qualitative methods were combined in this study in order to answer the study's questions and achieve its desired goals. However, quantitative calculation is used, what the researcher means (how many words or phrases) show bias in media discourse. The qualitative approach is used to fully understand how language is used to project writers' ideology and bias. Thus, the approach suits this research because critical discourse analysis concerns with social inequality, racism and bias which result of power abuse through media.

3.2. Population and sample of the study.

This study targeted the population of the Palestinian society. As the survey aimed to find the Palestinian students' perception of stereotypes of Arabs and Muslims in the Western Media. In addition, this study targeted the western newspaper as the survey aimed to investigate how the western media portrayed the image of Arabs and Muslims.

3.2.1 Sample of the questionnaire

The sample is restricted to higher education students who are enrolled universities in the West Bank and Gaza at the time of conducting this research. The researcher targets 701 students as a representative sample size out of 217,645 enrolled students in the West Bank and Gaza Strip according to the Ministry of Higher Education and Scientific Research statistics in 2019 \2020.

The data collection tool was piloted at different higher education institutions in Palestine. The sample size is 701 students from both West Bank and Gaza Strip. Respondents were randomly chosen from different majors and higher education institutions as shown in the following tables.

Respondents in the West Bank are enrolled in 10 higher educational institutions; 9 universities and 1 collage. The respondents from Gaza Strip are enrolled in 7 HEI in the Gaza Strip; 6 universities and 1 university colleges. Table (3.1) shows the higher educational intuitions of the respondents from Gaza Strip and the West Bank. Table (3.2) shows the polled students from each university with percentage.

Table (3.1) names of the higher education intuitions of the polled students in the West Bank and Gaza Strip.

The west Bank	The Gaza Strip
An-Najah University	Gaza University
Arab American University	The Islamic University of Gaza
Al-Quds Open University	Al-Quds Open University
Birzeit University	Al Azhar University Gaza
Bethlehem University	University of Palestine
Hebron University	University College of Applied Sciences
Palestine Technical University / Kadoorie	Al-Aqsa University
Palestine Polytechnic University	
Modern University collage	
Al-Quds University	

Table (3.2) Universities/Colleges of the polled students with percentage.

University					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	AL-Quds University	159	22.7	22.7	22.7
	AL-Quds Open University	49	7.0	7.0	29.7
	Birzeit University	73	10.4	10.4	40.1
	Hebron University	46	6.6	6.6	46.6
	Arab American University	42	6.0	6.0	52.6
	Bethlehem University	47	6.7	6.7	59.3
	Palestine polytechnic University	26	3.7	3.7	63.1
	Modern University College	11	1.6	1.6	64.6
	AL-najjah University	36	5.1	5.1	69.8
	Khadoury\ Palestine technical university	14	2.0	2.0	71.8
	Gaza University	34	4.9	4.9	76.6
	AL-Quds Open University Gaza	40	5.7	5.7	82.3
	Islamic University	35	5.0	5.0	87.3
	Palestine University	12	1.7	1.7	89.0
	AL-Aqsa University	25	3.6	3.6	92.6
	applied sciences collaeage	9	1.3	1.3	93.9
	AL-azhar University	43	6.1	6.1	100.0
Total		701	100.0	100.0	

The sample size is 701 students from both West Bank and Gaza Strip. Respondents were randomly chosen from different majors and higher education institutions. The researcher targets 73 Advanced Diploma students as a representative sample size out of 6,428 enrolled students in the West Bank and Gaza Strip, 365 Bachelor students out of 133,609, 166 Master students out of 9,483 and 99 PHD students out of 419 according to the Ministry of Higher Education a Scientific Research statistics in 2019 \2020.

Table (3.3) The following table represent the distribution of the sample according to the academic achievement

Academic achievement					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	An advanced diploma	73	10.4	10.4	10.4
	A bachelor's degree	365	52.0	52.0	60.9
	Master's degree	166	23.7	23.7	84.6
	Ph.D. Degree	99	14.1	14.1	100.0
	Total	701	100.0	100.0	

The study population includes both genders. There are 133,765 female students and 83,880 male students in the West Bank and Gaza Strip according to the Ministry of Higher Education and Scientific Research so the sample is distributed to be nearly between 61% female and 39% male. 49.1 % females and 50.9% males participated in the study from the Higher Education Institutions in Gaza and the West Bank.

Table (3.4) Distribution of enrolled students according to Gender.

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	357	50.9	50.9	50.9
	Female	344	49.1	49.1	100.0
	Total	701	100.0	100.0	

Table (3.5) The following table represent the distribution of the sample according to the age.

The age group for all participants is between 20 to 50 years old.

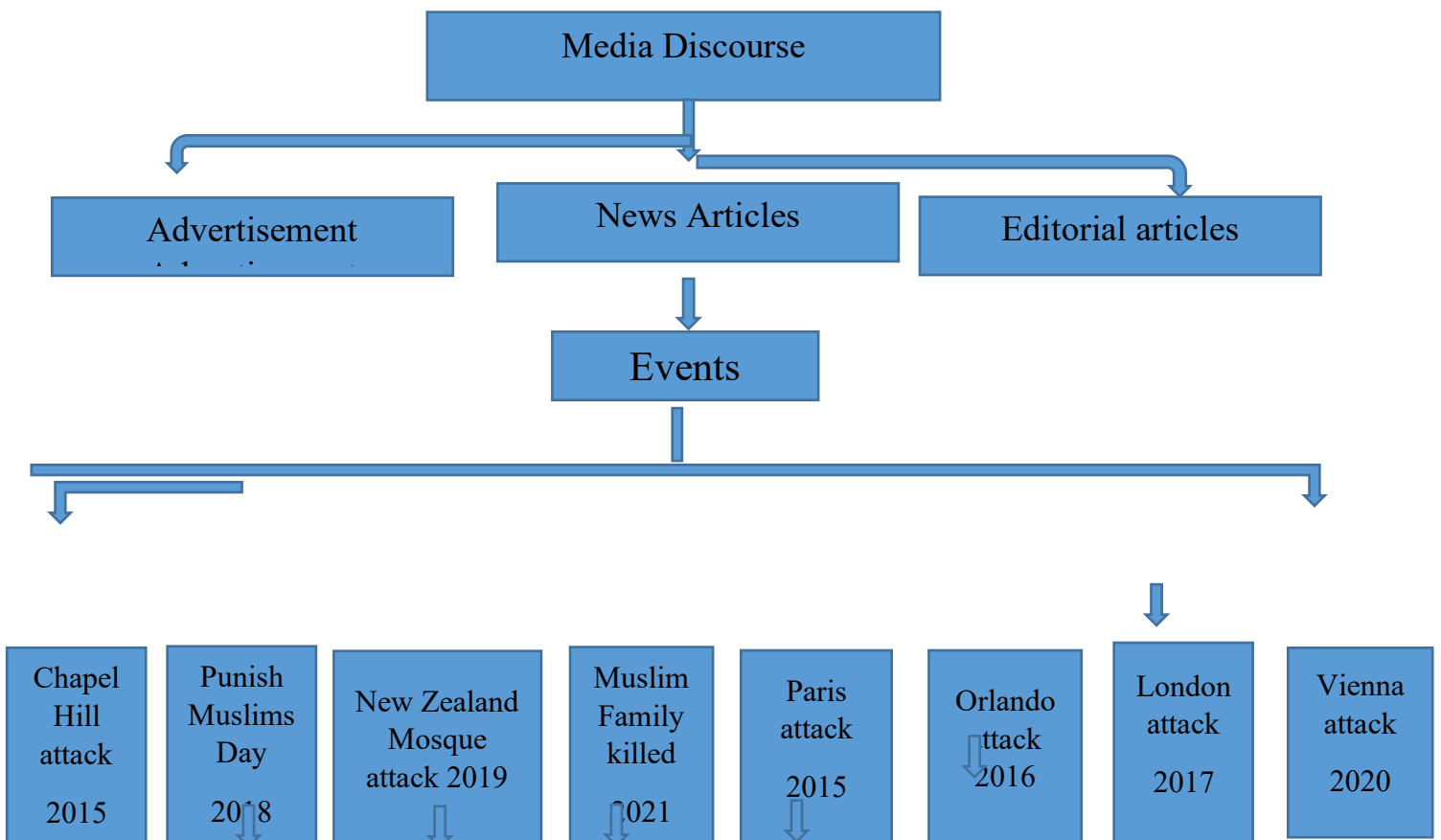
Category Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-30 years	343	48.9	48.9	48.9
	30-40 years	198	28.2	28.2	77.2
	40-50 years	81	11.6	11.6	88.7
	50+ years	79	11.3	11.3	100.0
	Total	701	100.0	100.0	

Table (3.6) The following table represent the distribution of the sample according to the place of residence in the West Bank, Jerusalem and Gaza Strip.

place of living					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Jerusalem	147	21.0	21.0	21.0
	Gaza strip	190	27.1	27.1	48.1
	West Bank	364	51.9	51.9	100.0
	Total	701	100.0	100.0	

3.2.2 Sample of the Critical discourse analysis

This study is applied on 37 news articles of Western media that report eight (8) incidents that occurred in the last six years from November 11 2015 until November 7 June 2021. The online news articles taken from website of Fox News and Wall Street Journal as American media, BBC and The Guardian as a British and France 24 channel as a French. The analysis includes articles consisted of news reports about attacks related to Westerners and Muslims in the West. The attacks were carried out because of different reasons such as religious pluralism, Islamophobia, and hate crimes as a result of these incidents, civilians were killed on both sides. The analysis also includes the contrast of Western media discourse that reflect linguistic differences between the way in which Western media presents the attacks that both sides are exposed to.



3.2. 2.1 Data for critical discourse analysis

The data of this study were the language (noun , phrases, and clauses) used in the online news articles which is about the following events:

- Orlando attack: On Sunday, June 12, 2016, 50 people were killed and 53 injured in a shooting at a gay nightclub in Orlando, Florida, United States. The attack was attributed to an Afghan-American man named Omar Siddiqui Mateen (Wikipedia).
- Paris attacks: It is a series of coordinated attacks, including mass shootings, suicide bombings and hostage-taking, that took place on the evening of November 13, 2015 in the French capital, Paris, specifically in the 10th and 11th arrondissement of the Bataclan theater, rue de Pecha, rue Alibar and rue de Charonne. Where there were three suicide bombings in the vicinity of the Stade de France in the northern suburb of Paris, specifically in Saint-Denis. In addition to another suicide bombing and a series of mass shootings in four locations. At least 130 people were killed in the attacks across Paris, and more than 300 were injured (Wikipedia).
- London attack: The June 2017 London attacks were the number of attacks that took place on 3 June 2017, starting at 22:08 GMT, during which a "coordinated series of attacks" occurred in central London in the United Kingdom. At 23:46, an attack targeting the London Bridge area on Saturday evening leaves seven dead and 48 injured. A white bus ran over pedestrians over London Bridge, before three men got off and began stabbing people in nearby Bara Market(Wikipedia).
- Vienna attack: On the evening of November 2, 2020, shootings occurred in the Austrian capital, Vienna. As a result of these attacks, at least 5 people were killed, including one of

the attackers, who was carrying a machine gun and a fake explosive belt. Several others, including a policeman, were injured. The attacks began in Schwedenplatz, one of the capital's squares, at 20:00 local time (Wikipedia).

- The 2019 Christchurch attacks were two terrorist attacks, motivated by white supremacy and Islamophobia, that took place on Friday, March 15, 2019, when shots were fired inside the Al Noor mosques and the Lynod Islamic Center in Christchurch, New Zealand, resulting in many injuries and deaths. 51 people were killed, and 50 others were injured. The police found two car bombs, which defused the explosives (Wikipedia).
- Punish A Muslim Day 2018, in white envelopes with second-class stamps, a large number of residents of London, Birmingham, Bradford, Leicester, Cardiff and Sheffield received anonymous letters calling for 3 April to be made "Punish a Muslim Day". The letters called on British citizens to carry out acts of violence and attacks against Muslims all over Britain, on 3 April 2018, and even pledges rewards for those who do so, and the messages identified a number of attacks that a person can carry out against his Muslim victim, which ranges from verbal insults to the burning of mosques,
- Chapel Hill attack : On February 10, 2015, local police in Chapel Hill, North Carolina, responded to a report of gunshots heard at 5:15 p.m. Three Muslim students were killed; As a result of an armed attack on their home in North Carolina, USA, Following the incident, "Craig Stephen Hicks" (46 years) surrendered to the police, and confessed to killing the victims, as the authorities arrested him for interrogation, and revealed the circumstances of the crime.
- Muslims Family killing 2021: Canadian police said Monday that four members of a Muslim family were killed in an "intentional" run-over by a truck and a child was also

injured in the same family on Sunday evening. Police arrested the suspect, Nathaniel F. (20 years old) on Sunday. While the city's police investigator said there was "evidence that it was a deliberate and planned act of hate.

3.3. Source of Data of Critical discourse analysis

To carry out this study, the primary source of data investigated in this research was made up of texts produced by different British, American and French newspapers. The selection of newspapers was designed to include newspapers from different ideological backgrounds with the aim of exploring differences in the representation of the events and to show bias towards a specific group. These newspapers were chosen because of its large readership and the high level of public confidence in these newspaper or channels. The corpus of UK newspaper articles was collected from Two prominent quality newspapers the Guardian and BBC. The corpus of American newspaper articles was collected from Wall Street Journal and Fox news. The corpus of the French news the France 24 as a French channel based on English language.

3.3. 1 American news

Fox news

It is an American news media channel that is shown in the United States and the world. The channel is considered one of the most important channels that express the conservative viewpoint in the United States and it is an ideological channel in America and its news practices supply foundation for Islam's negative image .It is also considered one of the most important channels for shaping public opinion in America. In February 2015, Fox News reached nearly 94,700,000 American homes (81.4%) via cable and satellite customers (Wikipedia).

The Wall Street Journal

The Wall Street Journal is one of the largest newspapers in the United States by circulation. It is an international daily English language newspaper published by Dow Jones economics publishing company in New York City, with Asian and European editions. As of 2007, copies of the daily newspaper had a worldwide circulation of over \$2 million, with approximately 931,000 Internet subscribers. It was the largest circulation newspaper in the United States until November 2003, when it was overtaken by USA Today (Wikipedia).

3.3. 2 British News

BBC as British Channel

What encouraged the researcher to choose BBC as a neutral channel, which raises some questions, whether it really presented the incidents that Arabs were exposed to in Britain with impartiality. British Broadcasting Corporation is an independent media organization based in the United Kingdom, founded in 1922. The BBC's news reporting policy is highly transparent and impartial in addressing global issues. Its policy in presenting news and dealing with global issues is described with transparency and impartiality, taking advantage of its financial independence from the British government, and is known for its accuracy and speed in broadcasting and disseminating information (Wikipedia).

The Gradian

It is a British daily newspaper founded in 1821 as "The Manchester Guardian", and changed its name in 1959. The readership is usually left-wing political opinion in Britain, in a survey conducted by Ipsos MORI in September 2018 with the aim of surveying public confidence

in specific titles on the Internet, the Guardian scored the highest percentage in digital content news, with 84% of readers agreeing to They "trust what they see in it". A December 2018 report of a Publisher Audience Measurement Corporation (PAMCO) stated that the print edition of the newspaper was the most trusted by the UK public from October 2017 to September 2018. It also stated that it was the most read among "good newspaper brands.

3.3.3. French channel

France 24

French: France 24 is a French state news media channel that aims to present news from a Western and French point of view. It began broadcasting on December 6, 2006. France 24 broadcasts its programs via cable and satellite service. The French government funds France 24 with an annual budget of 80 million Euro approx. The channel broadcasts from near Paris, and broadcasts international news through four versions: French, Arabic, English and Spanish.

3.7 Headlines of the News Articles Related to the Events Related to Muslims.

Event	Headlines of the news articles				
	American News		British News		French News
	Fox News	Wall street Journal	The Gradian	BBC	France 24
Orlando shooting	49 Killed in shooting at Florida nightclub in possible act of Islamic terror	A life of Violent Threats Paved Way for Orlando attack	Orlando night club attack is deadliest US mass shooting in modern history	Orlando nightclub shooting: How the attack involved	Orlando gunman told police he was 'Islamic soldier' during siege
London attack	ISIS claims London terror attack Killed 7: police arrest 12 in raids	Seven Dead after terror attack in London	London terror attack: What we know so far	London attack: Seven killed in vehicle and stabbing incidents	London hit by deadliest attack in a decade
Vienna shooting	Vienna attacks that killed 3 involved at least one "Islamist terrorist.	Vienna Shooting Suspect Had Previous Terrorism convection	Gunman on loose in Vienna after "repulsive terror attack	Vienna shooting What we know about 'Islamist terror attack	Two dead in 'terror' attack in central Vienna
Paris attacks	Paris attacked: Police hunt allies of suicide bombers after 120 killed in historic violence	Paris Attacks Leave More Than 100 Dead	Paris terror attack: Holland says Isis atrocity was act of war	Paris attacks: A new type of terrorism?	Paris attacks: 'There was blood everywhere'

3.8 Headlines of the articles that related to the events related to the westerners.

Event	Headlines of the news articles				
	American News		British News		French News
	Fox News	Wall street Journal	The Gradian	BBC	France 24
Chapel Hill attack	Three Muslims Murdered In North Carolina. Was it a hate crime?	Judge Rules Man accused of Killing 3 North Carolina can Face Death Penalty	Chapel Hill neighbors speak of fearing gunman who killed Muslim's students	Chapel Hill shootings: North Carolina man charged	Obama condemns 'brutal' murders of three Muslim students in North Carolina
New Zealand Mosques attack	New Zealand man charged over threats to Christchurch mosques	Terror Attack at New Zealand Mosques Leave 50 people Dead.	Christchurch shooting: what we know so far	Christchurch shootings:49 Dead in New Zealand mosques attack.	Dozens killed in attack on Christchurch mosques in New Zealand
Punish a Muslim Day	. -----	-----	Police Charge man over Punish a Muslim Day Letters	Punish a Muslim Day Letter Suspect appears in court	-----
Killing of Muslim Family	Canada hate driver who Killed 4 members of Muslims Family targeted them over faith	Canadian Police Say Suspect Targeted Muslims in Fatal Hit -and run .	Canadian man charged with murder after allegedly driving into Muslim family.	Muslims family in Canada Killed in Premeditated truck attack.	Suspect charged with terrorism for truck attack on Canada Muslims

3.4. Tools of the Study

A survey was used to collect data needed for the research, the survey was a public opinion survey consists of two parts the first part consists of personal information about the responders includes University/College name, Gender and, living place and the second has the items of the survey. The second part has 20 questions that aim to find out how the Western media affect and misrepresent the image of Arabs and Muslims and how Western media adopting biased coverage

of the image of Arabs and Muslim. The questionnaire is distributed randomly to all the enrolled students from different higher education institutions in the West Bank and Gaza Strip.

Drawing on Fairclough's three-dimensional model and the modes of persuasion" for the Greek Philosopher Aristotle. I look at how words and clauses are constructed to convey a specific image about Arabs and Muslims. I begin with an in-depth analysis of the textual data (the written data from the western online article). After that, I scrutinize the function of these written word on the discourse of the chosen article to investigate bias in the western media.

3.5. Reliability

1. Alpha-Cronbach Method:

The researcher used the Alpha-Cronbach coefficient test to measure the reliability of the questionnaire of each dimension and the total average of the questionnaire fields.

Table (3.9)

Alpha-Cronbach coefficients of each dimension of the questionnaire

Table (3.1) indicates Alpha-Cronbach coefficients that presents that there are significance and good degree of reliability coefficients as the value of Cronbach alpha is 0.917 that is greater than 0.60.

Dimension	N of Items	Cronbach's Alpha
The Effect of western media on The Image of Arabs and Muslims	9	0.911
The portrayed stereotypical images of Arabs and Muslims in the western media	7	0.813
Bias in western media toward Arabs and Muslims	4	0.661
Total	20	0.917

2. Split-Half Coefficient Method

The researcher calculated the split half model by calculating the Pearson correlation coefficient for the average of both odd statements and even statements. Whereas, the modified Pearson correlation coefficient using Spearman-Brown equation as follows:

Reliability coefficient = $(2 * r) / (1 + r)$ where r is correlation coefficient.

Table (3.10)

Correlation coefficients of odd questions and even questions for statements of the questionnaire
(Split-Half Coefficient)

Correlations			
		odd	even
odd	Pearson Correlation	1	.884**
	Sig. (2-tailed)		.000
	N	701	701
even	Pearson Correlation	.884**	1
	Sig. (2-tailed)	.000	
	N	701	701
**. Correlation is significant at the 0.01 level (2-tailed).			

From the above table we notice that the correlation coefficient between the average of the odd statements and the average of the even statements is (0.887) this means that there is high level of correlation between the studied sample responses on the statements of the questionnaire.

By using the spearman brown formula, we found that the consistency coefficient is:

$$= (2 * 0.884) / (1 + 0.884) = 0.938 \text{ which is high level of consistency.}$$

3.6. Validity of the tool

The questionnaire is developed as per the requirement of the study and was referred by a committee from different educational institutions and then modified accordingly. The referees are:

1- Dr. Nedal Jayousi the Director of National Erasmus+ office in Palestine - Ramallah.

2- Dr.Amjad Shehadeh, a lecturer at Birzeit University - Birzeit .

3- Dr. Ayman Yousef, lecturer in conflict resolution department at Arab American University – Ramallah.

4. Dr. Ayman Nazzal, Lecture in English Language department at AL-najjah University.

3.7. Statistical Manipulation:

The researcher in this thesis used several statistical techniques and tools in analyzing the questionnaire of the study. At first the researcher used the content analysis in order to analyze the qualitative open questions. Then, the researcher used SPSS version (25) in analyzing the dimensions of the questionnaire. The searcher used descriptive statistics and inferential statistics in this thesis. The used tools included: frequencies, means, standard deviation and percentages. Besides, using the inferential statistics through using:

- Alpha-Cronbach Test for measuring reliability of questionnaire categories.
- Pearson correlation coefficient for measuring validity of the questionnaire categories.
- Pearson-Brown coefficient.
- One sample T-test.

3.8. Variables of the Study:

The study contained the following variables:

- **Dependent Variable**

Stereotypes Toward Arabs and Muslims in Western Media

- **Independent Variable**

Arabs and Muslims in Western Media

3.9 Procedures of Analysis

3.9.1. Critical discourse analysis.

The researcher combines two methods in order to analyze the research data and answer the research questions posed in this study. Discourse Analysis was chosen as the method of analysis with a focus on Norman Fairclough's three-dimensional model and the modes of persuasion" for the Greek Philosopher Aristotle. In the Critical discourse analysis, the data could be anything that the researcher read for meaning, which include texts, pictures, language and events. In this study, the researcher selected online version of news about the mentioned events.

The researcher visited the website of Fox News, Wall Street Journal, BBC, The Gradian and France 42 channel to collect data. The researcher collected the articles from the websites, because it is more accessible for the majority of the readers, the readers can easily read the news as long as they use their phones and have internet connection.

Moreover, the researcher looked for news articles about the required events (the date of the event) then, the researcher broke down the paragraphs and sentences from the news articles to classify the words that used by the writers in the discourse news articles to answer the questions of the research. In the text analysis the researcher focusses on the text analysis as there are two types of critical discourse analysis the macro structure and micro structure.

For microstructure analysis the researcher first divided the 40 online news headlines into five different categories according to the selected events. To have a clear overview of the data the researcher created five different tables, according to the focus on the words that used in the description of the violent event, description of victims and attacker, reaction of the President and other.

As well as two bigger tables including all the headlines of the articles, one ordering them by news related to Arabs committed by westerners' extremists, and the other by news related to the westerners committed by Muslim's extremists. Subsequently, the researcher came up with a set of questions that would help her to identify hidden messages in the language, and therefore answer the main question of the research question:

1. What are the portrayed images of Arabs and Muslims that results from the critical discourse analysis of the content of twenty articles?
2. How has the Western media adopted biased coverage of the image of Arabs and Muslim?
- 3 . How is language structure used in media discourse to convey stereotypical images of Arabs and Muslims through representing different events that happened between (2015-2020)?

The questions the researcher asked while analyzing the text linguistically are the following:

- 1- What are the most used words to describe the victims and why?
2. What are the most used words to describe the attacker and why?
3. What words are missing when identifying victims and attacker?
4. verbs, adjectives, or adverbs define the violent event and why?

The researcher focuses in the following linguistic features through micro analysis.

I Semantics

- a. Rhetorical figures of speech.
- b. Repetition of words

II. Lexis

- a. Adjectives

b. Key noun frequencies

3.9.2 Questionnaire

A survey was used in this study to collect data in order to answer the first three questions of the study. The researcher used this method to examine the Palestinian students' perception of the stereotypes of Arabs and Muslims on western media.

The questionnaire is distributed randomly to all the enrolled students from different higher education institutions in the West Bank and Gaza Strip. The researcher published the questionnaire on the pages of the Palestinian universities accredited on the Facebook website, and also through Facebook groups that include Palestinian university students.

3.10. Conclusion

In the previous section the researchers presented the methodology of the study which is a quantitative and qualitative methods utilized to answer the research questions and reach the overall aim of the study. It also presented the two study tools; the main questionnaire developed by the researchers, Norman Fairclough's three-dimensional model and the modes of persuasion" for the Greek Philosopher Aristotle. Then, the population of the study being the students in the Palestinian universities and the sample being 701 participants from the Palestinian universities that were represented. Moreover, the sample of the critical discourse analysis was explained (the events and the western media). The variables of study are also mentioned. The researcher concludes this section by providing a detailed description of the process she utilizes in analyzing her data.

Chapter Four

Empirical Findings of the Study

4.0 Preview

The study aims to examine the diagnosis of stereotypes toward Arabs and Muslims in Western Media. The researcher in this chapter of the thesis will present and discuss the findings of the study. This chapter falls into three parts: the first part analyses of the questionnaire, the second part analysis of the selected articles which related to the critical discourse analysis. The third part discusses the similarities and differences between the results of the questionnaire and the critical discourse analyses. Here, the researcher means the common results between the analysis and the questionnaire, and how the results of the questionnaire significantly different from the results of the analysis.

4.1 Findings of the questionnaire

Table (4.1) The Effect of western media on The Image of Arabs and Muslims .

	Statement	N	Mean	Std. Deviation	percentage	t	sig.	rank
1.	Western media have played a big role in creating a stereotypical image about Arabs and Muslims	701	4.50	0.58	90.1%	68.07	0.00	1
2.	Muslims and Arabs' negative image has been increased after the 11th of September attack	701	4.38	0.67	87.7%	54.90	0.00	4
3.	Western media have succeeded in distorting the image of Muslims and Arabs specially who live in the Middle East.	701	4.39	0.66	87.9%	55.87	0.00	2
4.	The western media have succeeded in loading Western public opinion against Muslims and Arabs.	701	4.30	0.71	85.9%	48.23	0.00	6
5.	The western media spread the culture of skepticism, hatred and rejection of the other toward Muslims and Arabs	701	4.38	0.62	87.6%	58.88	0.00	3
6.	The Western media play a negative role in promoting the perceptions of inferiority toward Arabs and Muslims.	701	4.30	0.67	85.9%	51.08	0.00	5
7.	Hollywood movies and newspaper are one of the most common western outlets that have greatly contributed in convincing the	701	4.25	0.70	85.0%	47.40	0.00	7

	Westerners of the stereotypical image of Arabs and Muslims							
8.	Western media was able to make Arabs and Muslims accept their stereotyped image in Western world.	701	4.02	0.92	80.4%	29.32	0.00	9
9.	The misrepresentation of Arabs and Muslims in Western media creates a huge difficulty in integrating Arabs and Muslims into western world.	701	4.23	0.75	84.6%	43.42	0.00	8
Mean		701	4.31	0.70	86.1%			

Total Questionnaire

The means, standard deviation and the percentage of agreement, t- value and significant level for the statements of the first dimension that is The Effect of western media on The Image of Arabs and Muslims

In order to analyze the first dimension of the study that is the effect of western media on The Image of Arabs and Muslims the researcher used the means, standard deviation, percentage, t- value and significant level for each statement of the dimension and then ranked them descending based on the mean.

Table (4.1) shows the mean of the effect of western media on the Image of Arabs and Muslims is (4.31), with standard deviation of (0.70) and the average percentage is (86.1%). this means that there is very high level of the studied sample responses about the **effect of western media on The Image of Arabs and Muslims** as the mean is greater than 3.00.

The highest statement is “Western media have played a big role in creating a stereotypical image about Arabs and Muslims” with a mean of (4.50) and standard deviation is (0.58) and arithmetic mean is (90.1%) with t- value is (68.07) and significant level is (0.00).

The second ranked statement is “Western media have succeeded in distorting the image of Muslims and Arabs specially who live in the Middle East” with a mean of (4.39) and standard deviation is (0.66) and arithmetic mean is (87.9%) with t- value is (55.87) and significant level is (0.00).

The third statement is “The western media spread the culture of skepticism, hatred and rejection of the other toward Muslims and Arabs” with a mean of (4.38) and standard deviation is (0.62) and arithmetic mean is (87.6%) with t- value is (58.88) and significant level is (0.00).

The fourth statement is “Muslims and Arabs’ negative image has been increased after the 11th of September attack” with a mean of (4.38) and standard deviation is (0.67) and arithmetic mean is (87.7%) with t- value is (54.9) and significant level is (0.00).

The fifth statement is “The Western media play a negative role in promoting the perceptions of inferiority toward Arabs and Muslims.” with a mean of (4.30) and standard deviation is (0.67) and arithmetic mean is (85.9%) with t- value is (51.08) and significant level is (0.00).

The sixth statement is “The western media have succeeded in loading Western public opinion against Muslims and Arabs.” with a mean of (4.30) and standard deviation is (0.71) and arithmetic mean is (85.9%) with t- value is (48.23) and significant level is (0.00).

The seventh statement is “Hollywood movies and newspaper are one of the most common western outlets that have greatly contributed in convincing the Westerners of the stereotypical image of Arabs and Muslims” with a mean of (4.25) and standard deviation is (0.70) and arithmetic mean is (85%) with t- value is (47.4) and significant level is (0.00).

The eighth statement is “The misrepresentation of Arabs and Muslims in Western media creates a huge difficulty in integrating Arabs and Muslims into western world.” with a mean of (4.23) and standard deviation is (0.75) and arithmetic mean is (84.6%) with t- value is (43.42) and significant level is (0.00).

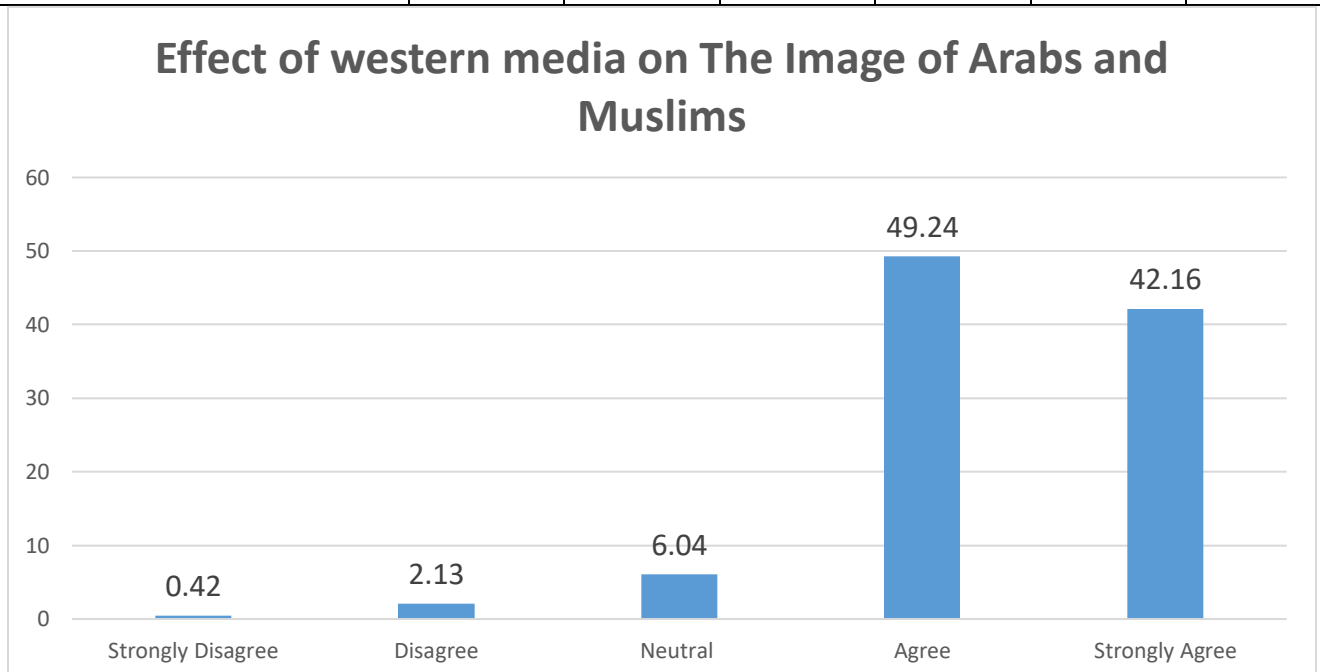
The last statement is “Western media was able to make Arabs and Muslims accept their stereotyped image in Western world” with a mean of (4.02) and standard deviation is (0.92) and arithmetic mean is (80.4%) with t- value is (29.32) and significant level is (0.00).

Table (4.2)

Distribution of the studied sample about their feeling of the
Effect of western media on The Image of Arabs and Muslims

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Totals
Western media have played a big role in creating a stereotypical image about Arabs and Muslims	0	4	20	295	381	701
	0.00	.6	2.9	42.1	54.4	100.0
Muslims and Arabs’ negative image has been increased after the 11th of September attack	1	8	43	318	331	701
	.1	1.1	6.1	45.4	47.2	100.0
Western media have succeeded in distorting the image of Muslims and Arabs specially who live in the Middle East.	2	10	27	333	329	701
	.3	1.4	3.9	47.5	46.9	100.0
The western media have succeeded in loading Western public opinion against Muslims and Arabs.	3	16	38	358	286	701
	.4	2.3	5.4	51.1	40.8	100.0

The western media spread the culture of skepticism, hatred and rejection of the other toward Muslims and Arabs	1	6	28	358	308	701
	.1	.9	4.0	51.1	43.9	100.0
The Western media play a negative role in promoting the perceptions of inferiority toward Arabs and Muslims.	2	9	46	366	278	701
	.3	1.3	6.6	52.2	39.7	100.0
Hollywood movies and newspaper are one of the most common western outlets that have greatly contributed in convincing the Westerners of the stereotypical image of Arabs and Muslims	0	16	57	363	265	701
	0.00	2.3	8.1	51.8	37.8	100.0
Western media was able to make Arabs and Muslims accept their stereotyped image in Western world.	13	47	71	352.	218	701
	1.9	6.7	10.1	50.2	31.1	100.0
The misrepresentation of Arabs and Muslims in Western media creates a huge difficulty in integrating Arabs and Muslims into western world.	5	18	51	363	264	701
	.7	2.6	7.3	51.8	37.7	100.0
Mean	0.42	2.13	6.04	49.24	42.16	100.0



The above chart shows that 49.24% of the studied sample strongly agree about the statements of the first dimension that is the effect of western media on the images of Arabs and Muslims whereas 42.16% they agree. 6.04% they are neutral, 2.13% they disagree and 0.42% they strongly disagree.

The portrayed stereotypical images of Arabs and Muslims in the western media

Table (4.3)

The means, standard deviation and the percentage of agreement, t- value and significant level for the statements of the second dimension that is the portrayed stereotypical images of Arabs and Muslims in the western media

	Statement	N	Mean	Std. Deviation	percentage	t	sig.	rank
1.	Arabs and Muslims have been portrayed as violent and terrorist in Western media which include films, newspaper and books.	701	4.35	0.62	87.0%	57.60	0.00	1
2.	Western media portray Arabs and Muslims as barbarians and uncouth.	701	4.29	0.65	85.8%	52.65	0.00	2
3.	Western media portray Arabs and Muslims' habits and tradition as backward and oppressive	701	4.29	0.71	85.8%	47.86	0.00	3
4.	Western media show that Eastern Arabs and Muslims are less civilized than Western Arabs and Muslims.	701	4.22	0.74	84.5%	43.97	0.00	4
5.	Arabs and Muslims play a big role in creating their negative image in the Western media	701	3.59	1.20	71.9%	13.13	0.00	7
6.	The hatred toward Arabs and Muslims is caused mainly by the negative serotypes of Arabs and Muslims in western media.	701	4.18	0.79	83.6%	39.59	0.00	5

7.	There is a chance to change the stereotypical image of Arabs and Muslims in Western media	701	3.92	1.07	78.4%	22.74	0.00	6
Mean		701	4.12	0.82	82.4%			

In order to analyze the second dimension of the study that is the **portrayed stereotypical images of Arabs and Muslims in the western media** the researcher used the means, standard deviation, percentage, t- value and significant level for each statement of the dimension and then ranked them descending based on the mean.

Table (4.3) shows the mean of **the portrayed stereotypical images of Arabs and Muslims in the western media** is (4.12), with standard deviation of (0.82) and the average percentage is (82.4%). this means that there is very high level of the studied sample responses about the **portrayed stereotypical images of Arabs and Muslims in the western media** as the mean is greater than 3.00.

The highest statement is “Arabs and Muslims have been portrayed as violent and terrorist in Western media which include films, newspaper and books.” with a mean of (4.35) and standard deviation is (0.62) and arithmetic mean is (87%) with t- value is (57.6) and significant level is (0.00).

The second statement is “Western media portray Arabs and Muslims as barbarians and uncouth” with a mean of (4.29) and standard deviation is (0.65) and arithmetic mean is (85.8%) with t- value is (52.65) and significant level is (0.00).

The third statement is “Western media portray Arabs and Muslims’ habits and tradition as backward and oppressive” with a mean of (4.29) and standard deviation is (0.71) and arithmetic mean is (85.8%) with t- value is (47.86) and significant level is (0.00).

The fourth statement is “Western media show that Eastern Arabs and Muslims are less civilized than Western Arabs and Muslims” with a mean of (4.22) and standard deviation is (0.74) and arithmetic mean is (84.5%) with t- value is (43.97) and significant level is (0.00).

The fifth statement is “The hatred toward Arabs and Muslims is caused mainly by the negative serotypes of Arabs and Muslims in western media.” with a mean of (4.18) and standard deviation is (0.79) and arithmetic mean is (83.6%) with t- value is (39.59) and significant level is (0.00).

The sixth statement is “There is a chance to change the stereotypical image of Arabs and Muslims in Western media” with a mean of (3.92) and standard deviation is (1.07) and arithmetic mean is (78.4%) with t- value is (22.74) and significant level is (0.00).

The last statement is “Arabs and Muslims play a big role in creating their negative image in the Western media” with a mean of (3.59) and standard deviation is (1.20) and arithmetic mean is (71.9%) with t- value is (13.13) and significant level is (0.00).

Table (4.4)

Distribution of the studied sample about their feeling of the
the portrayed stereotypical images of Arabs and Muslims in the western media

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Totals
	0	7	34	367	293	701

Arabs and Muslims have been portrayed as violent and terrorist in Western media which include films, newspaper and books.	0.00	1.0	4.9	52.4	41.8	100.0
Western media portray Arabs and Muslims as barbarians and uncouth.	2	7	42	386	264	701
	.3	1.0	6.0	55.1	37.7	100.0
Western media portray Arabs and Muslims' habits and tradition as backward and oppressive	3	15	43	355	285	701
	.4	2.1	6.1	50.6	40.7	100.0
Western media show that Eastern Arabs and Muslims are less civilized than Western Arabs and Muslims.	4	16	57	367	257	701
	.6	2.3	8.1	52.4	36.7	100.0
Arabs and Muslims play a big role in creating their negative image in the Western media	68	47	154	264	168	701
	9.7	6.7	22.0	37.7	24.0	100.0
The hatred toward Arabs and Muslims is caused mainly by the negative serotypes of Arabs and Muslims in western media.	11	11	67	365	247	701
	1.6	1.6	9.6	52.1	35.2	100.0
There is a chance to change the stereotypical image of Arabs and Muslims in Western media	44	36	58	357	206	701
	6.3	5.1	8.3	50.9	29.3	100.0
Mean	2.7	2.8	9.3	50.2	35.1	100

According to the statements of the second dimension that is the portrayed stereotypical images of Arabs and Muslims in the western media the analysis shows that 50.2% agree about these

statements, 35.1% they strongly agree. On the other hand, 9.3% they are neutral, 2.8% they disagree and 2.7% they strongly disagree.

The means, standard deviation and the percentage of agreement, t- value and significant level for the statements of the third dimension that is Bias in western media toward Arabs and Muslims

Table (4.5)

In order to analyze the second dimension of the study that is the Bias in western media toward Arabs and Muslims. The researcher used the means, standard deviation, percentage, t- value and significant level for each statement of the dimension and then ranked them descending based on the mean.

	Statement	N	Mean	Std. Deviation	percentage	t	sig.	rank
1.	Arabs and Muslims are subjected to discrimination and racism in the Western media.	701	4.35	0.63	87.0%	56.28	0.00	2
2.	The portrayals of Muslims in western media are often simplistic, inaccurate and focused on violence	701	4.33	0.65	86.5%	53.64	0.00	3
3.	The Western media covers the murders against Muslims in the western world objectively.	701	3.30	1.55	66.1%	5.20	0.00	4
4.	When Muslim is involved in a terrorist act, Western media cover it more than incidents involving non-Muslims.	701	4.37	0.67	87.4%	53.81	0.00	1
	Mean	701	4.09	0.88	81.7%			

Bias in western media toward Arabs and Muslims

Table (4.5) shows the mean of Bias in western media toward Arabs and Muslims is (4.09), with standard deviation of (0.88) and the average percentage is (81.7%). this means that there is high level of the studied sample responses about the Bias in western media toward Arabs and Muslims as the mean is greater than 3.00.

The highest statement is “When Muslim is involved in a terrorist act, Western media cover it more than incidents involving non-Muslims.” with a mean of (4.37) and standard deviation is (0.67) and arithmetic mean is (87.4%) with t- value is (53.81) and significant level is (0.00).

The second statement is “Arabs and Muslims are subjected to discrimination and racism in the Western media” with a mean of (4.35) and standard deviation is (0.63) and arithmetic mean is (87%) with t- value is (56.28) and significant level is (0.00).

The third statement is “The portrayals of Muslims in western media are often simplistic, inaccurate and focused on violence” with a mean of (4.33) and standard deviation is (0.65) and arithmetic mean is (86.5%) with t- value is (53.64) and significant level is (0.00).

The least statement is “The Western media covers the murders against Muslims in the western world objectively” with a mean of (3.30) and standard deviation is (1.55) and arithmetic mean is (66.1%) with t- value is (5.20) and significant level is (0.00).

Table (4.6)

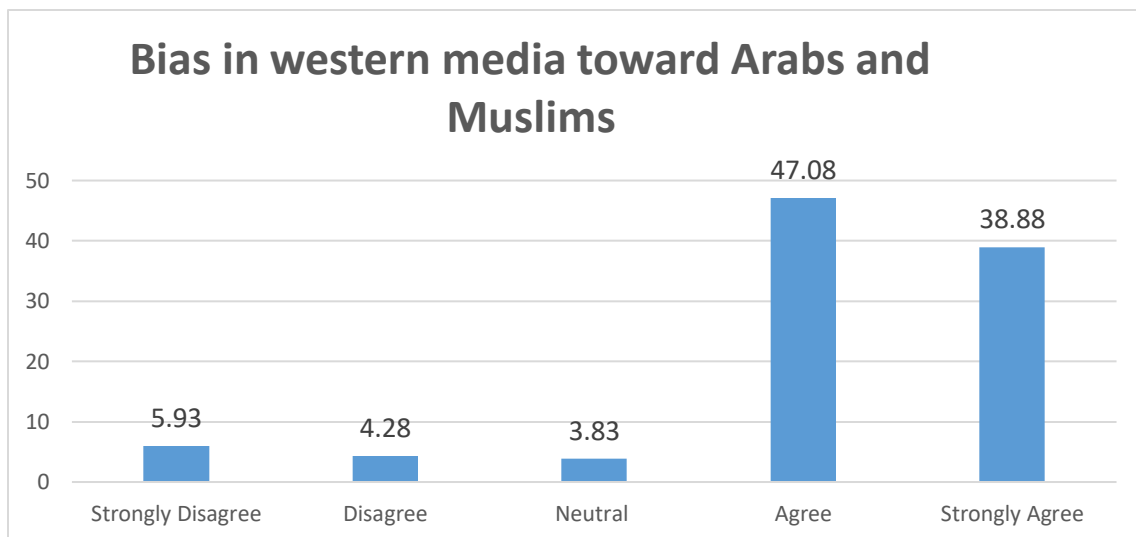
Distribution of the studied sample about their feeling of the

Bias in western media toward Arabs and Muslims

Statement	1	2	3	4	5	Totals
	3	5	28	373	292	701

Arabs and Muslims are subjected to discrimination and racism in the Western media.	.4	.7	4.0	53.2	41.6	100.0
The portrayals of Muslims in western media are often simplistic, inaccurate and focused on violence	4	7	28	379	283	701
	.6	1.0	4.0	54.1	40.4	100.0
The Western media covers the murders against Muslims in the western world objectively.	153	101	31	212	204	701
	21.8	14.4	4.4	30.2	29.1	100.0
When Muslim is involved in a terrorist act, Western media cover it more than incidents involving non-Muslims.	6	7	20	356	311	701
	.9	1.0	2.9	50.8	44.4	100.0
Mean	5.93	4.28	3.83	47.08	38.88	100.00

According to bias in western media toward Arabs and Muslims, the researcher found that 38.88% strongly agree that they feel of the Bias in western media toward Arabs and Muslims. Whereas, 47.08% they agree, 3.83% they are neutral, 4.28% they disagree and 5.93% they strongly disagree.



The means, standard deviation and the percentage of agreement, t- value and significant level for the statements of the first dimension that is The Effect of western media on The Image of Arabs and Muslims

Table (4.7) The Effect of western media on The Image of Arabs and Muslims

	Statement	Jerusalem		Gaza strip		West Bank	
		Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation
10.	Western media have played a big role in creating a stereotypical image about Arabs and Muslims	4.60	0.62	4.37	0.51	4.53	0.60
11.	Muslims and Arabs' negative image has been increased after the 11th of September attack	4.32	0.86	4.33	0.54	4.44	0.63
12.	Western media have succeeded in distorting the image of Muslims and Arabs specially who live in the Middle East.	4.47	0.70	4.32	0.63	4.40	0.66
13.	The western media have succeeded in loading Western public opinion against Muslims and Arabs.	4.37	0.74	4.24	0.63	4.29	0.74
14.	The western media spread the culture of skepticism, hatred and rejection of the	4.46	0.65	4.30	0.57	4.38	0.63

	other toward Muslims and Arabs						
15.	The Western media play a negative role in promoting the perceptions of inferiority toward Arabs and Muslims.	4.35	0.69	4.25	0.61	4.30	0.69
16.	Hollywood movies and newspaper are one of the most common western outlets that have greatly contributed in convincing the Westerners of the stereotypical image of Arabs and Muslims	4.21	0.81	4.29	0.57	4.25	0.71
17.	Western media was able to make Arabs and Muslims accept their stereotyped image in Western world.	3.96	1.05	4.17	0.66	3.96	0.97
18.	The misrepresentation of Arabs and Muslims in Western media creates a huge difficulty in integrating Arabs and Muslims into western world.	4.22	0.73	4.27	0.64	4.21	0.81
Mean		4.33	0.76	4.28	0.60	4.31	0.72

Comparison Based on Place of Living

In order to compare the responses of the studied sample based on place of living analyze of the first dimension of the study that is the **effect of western media on The Image of Arabs and Muslims** the researcher found that the responses of the studied sample of Jerusalem has the highest score (4.33). Then, comes the students of West bank (4.31). Whereas, the least mean is the Gaza strip (4.28). the highest statement of the Jerusalem is “Western media have played a big role in creating a stereotypical image about Arabs and Muslims” with a mean of (4.60) whereas for Gaza strip it was also “is “Western media have played a big role in creating a stereotypical image about Arabs and Muslims” with a mean of (4.37). Furthermore, according to West bank also “Western media have played a big role in creating a stereotypical image about Arabs and Muslims” has also scored the highest (4.53).

Table (4.8)

The means, standard deviation and the percentage of agreement, t- value and significant level for the statements of the second dimension that is the portrayed stereotypical images of
Arabs and Muslims in the western media

		Jerusalem		Gaza strip		West Bank	
		Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation
8.	Arabs and Muslims have been portrayed as violent and terrorist in Western media which include films, newspaper and books.	4.44	0.65	4.32	0.53	4.33	0.65
9.	Western media portray Arabs and Muslims as barbarians and uncouth.	4.34	0.68	4.23	0.55	4.30	0.68
10.	Western media portray Arabs and Muslims’ habits and tradition as backward and oppressive	4.33	0.75	4.27	0.54	4.29	0.78

11.	Western media show that Eastern Arabs and Muslims are less civilized than Western Arabs and Muslims.	4.29	0.77	4.21	0.62	4.21	0.78
12.	Arabs and Muslims play a big role in creating their negative image in the Western media	3.67	1.34	3.56	1.07	3.58	1.20
13.	The hatred toward Arabs and Muslims is caused mainly by the negative serotypes of Arabs and Muslims in western media.	4.27	0.82	4.03	0.81	4.22	0.75
14.	There is a chance to change the stereotypical image of Arabs and Muslims in Western media	4.20	0.88	3.61	1.29	3.96	0.97
Mean		4.22	0.84	4.03	0.77	4.13	0.83

The portrayed stereotypical images of Arabs and Muslims in the western media

In order to compare the responses of the studied sample based on place of living analyze of the second dimension of the study that is the **portrayed stereotypical images of Arabs and Muslims in the western media**. The researcher found that the responses of the studied sample of Jerusalem has the highest score (4.22). Then, comes the students of West bank (4.13). Whereas, the least mean is the Gaza strip (4.03). the highest statement of the Jerusalem is “Arabs and Muslims have been portrayed as violent and terrorist in Western media which include films, newspaper and books” that has a mean of (4.44). Whereas, for Gaza strip it was also the same statement “Arabs and Muslims have been portrayed as violent and terrorist in Western media which include films, newspaper and books” with a mean of (4.32). Furthermore, according to West bank also “Arabs and Muslims have been portrayed as violent and terrorist in Western media which include films, newspaper and books.” has also scored the highest (4.33).

Table (4.9)

	Statement	Jerusalem		Gaza Strip		West Bank	
		Statement	Mean	Std. Deviation	Mean	Std. Deviation	Mean
5.	Arabs and Muslims are subjected to discrimination and racism in the Western media.	4.46	0.69	4.26	0.55	4.35	0.64
6.	The portrayals of Muslims in western media are often simplistic, inaccurate and focused on violence	4.34	0.84	4.27	0.58	4.35	0.61
7.	The Western media covers the murders against Muslims in the western world objectively.	3.85	1.33	2.46	1.55	3.52	1.46
8.	When Muslim is involved in a terrorist act, Western media cover it more than incidents involving non-Muslims.	4.43	0.84	4.21	0.60	4.43	0.62
Mean		4.27	0.92	3.80	0.82	4.16	0.83

Bias in western media toward Arabs and Muslims

The means, standard deviation and the percentage of agreement, t- value and significant level for the statements of the third dimension that is Bias in western media toward Arabs and Muslims In order to compare the responses of the studied sample based on place of living analyze of the third dimension of the study that is the **Bias in western media toward Arabs and Muslims**. The researcher found that the responses of the studied sample of Jerusalem has the highest score (4.27). Then, comes the students of West bank (4.16). Whereas, the least mean is

the Gaza strip (3.80). the highest statement of the Jerusalem is “Arabs and Muslims are subjected to discrimination and racism in the Western media” that has a mean of (4.46). Whereas, for Gaza strip it was the statement “The portrayals of Muslims in western media are often simplistic, inaccurate and focused on violence” with a mean of (4.27). Furthermore, according to West bank also “When Muslim is involved in a terrorist act, Western media cover it more than incidents involving non-Muslims” has also scored the highest (4.43).

Are there significant differences at ($\alpha \leq 0.05$) in the studied sample responses about the Diagnosis of Stereotypes Toward Arabs and Muslims in Western Media attributed to category of age.

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
A	Between Groups	2.128	3	.709	2.469	.061
	Within Groups	199.990	696	.287		
	Total	202.118	699			
B	Between Groups	7.747	3	2.582	7.801	.000
	Within Groups	230.416	696	.331		
	Total	238.164	699			
C	Between Groups	37.183	3	12.394	30.724	.000
	Within Groups	280.371	695	.403		
	Total	317.554	698			
D	Between Groups	7.838	3	2.613	10.692	.000
	Within Groups	169.347	693	.244		
	Total	177.185	696			

A: The Effect of western media on The Image of Arabs and Muslims

B: The portrayed stereotypical images of Arabs and Muslims in the western media

C: Bias in western media toward Arabs and Muslims

D: All statements

The table shows that there are significant differences in the studied sample responses about the Diagnosis of Stereotypes Toward Arabs and Muslims in Western Media attributed to category of age in the second, third and the total statements as all the significant was less than 0.05

The researcher used the LSD to identify the source of the differences as follows:
For the second differences the portrayed stereotypical images of Arabs and Muslims in the western media. The difference was for the best interest of 20-30 years.

Dependent Variable	(I) Category Age	(J) Category Age	Mean Difference (I-J)	Std. Error	Sig.
The portrayed stereotypical images of Arabs and Muslims in the western media	20-30 years	30-40 years	.12927*	.05135	.012
		40-50 years	.27015*	.07144	.000
		50+ years	.25274*	.07180	.000
	30-40 years	20-30 years	-.12927*	.05135	.012
		40-50 years	.14087	.07622	.065
		50+ years	.12347	.07657	.107
	40-50 years	20-30 years	-.27015*	.07144	.000
		30-40 years	-.14087	.07622	.065
		50+ years	-.01741	.09126	.849
	50+ years	20-30 years	-.25274*	.07180	.000
		30-40 years	-.12347	.07657	.107
		40-50 years	.01741	.09126	.849

For the third differences that is the Bias in western media toward Arabs and Muslims. The difference was for the category age of 20 -30 years.

Multiple Comparisons							
LSD							
Dependent Variable	(I) Category Age	(J) Category Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
C	20-30 years	30-40 years	-.12347	.07657	.107	-.2738	.0269
		40-50 years	.01741	.09126	.849	-.1618	.1966
		50+ years	.62167*	.07967	.000	.4652	.7781

	30-40 years	20-30 years	-.24967*	.05678	.000	-.3611	-.1382
		40-50 years	.28571*	.08383	.001	.1211	.4503
		50+ years	.37201*	.08497	.000	.2052	.5388
	40-50 years	20-30 years	-.53537*	.07846	.000	-.6894	-.3813
		30-40 years	-.28571*	.08383	.001	-.4503	-.1211
		50+ years	.08630	.10076	.392	-.1115	.2841
	50+ years	20-30 years	-.62167*	.07967	.000	-.7781	-.4652
		30-40 years	-.37201*	.08497	.000	-.5388	-.2052
		40-50 years	-.08630	.10076	.392	-.2841	.1115

For all dimensions the difference was for the best interest of 20 -30 years.

Multiple Comparisons							
LSD							
Dependent Variable	(I) Category Age	(J) Category Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
D		30-40 years	-.12347	.07657	.107	-.2738	.0269
		40-50 years	.01741	.09126	.849	-.1618	.1966
		50+ years	.26266*	.06234	.000	.1403	.3851
	20-30 years	30-40 years	.12775*	.04419	.004	.0410	.2145
		40-50 years	.26702*	.06138	.000	.1465	.3875
		50+ years	.26266*	.06234	.000	.1403	.3851
	30-40 years	20-30 years	-.12775*	.04419	.004	-.2145	-.0410
		40-50 years	.13927*	.06554	.034	.0106	.2679
		50+ years	.13490*	.06644	.043	.0045	.2653
	40-50 years	20-30 years	-.26702*	.06138	.000	-.3875	-.1465
		30-40 years	-.13927*	.06554	.034	-.2679	-.0106
		50+ years	-.00437	.07892	.956	-.1593	.1506
	50+ years	20-30 years	-.26266*	.06234	.000	-.3851	-.1403
		30-40 years	-.13490*	.06644	.043	-.2653	-.0045
		40-50 years	.00437	.07892	.956	-.1506	.1593

*. The mean difference is significant at the 0.05 level.

Are there significant differences at ($\alpha \leq 0.05$) in the studied sample responses about the Diagnosis of Stereotypes Toward Arabs and Muslims in Western Media attributed to category of gender.

	scale	Frequency	Mean	STD	Std. Error Mean	F	Sig.
A	Male	357	4.319	0.505	0.027	6.895	0.009
	Female	343	4.295	0.570	0.031		
B	Male	356	4.059	0.534	0.028	9.703	0.002
	Female	344	4.184	0.626	0.034		
C	Male	355	3.921	0.670	0.036	2.834	0.093
	Female	344	4.264	0.635	0.034		
D	Male	354	4.150	0.468	0.025	7.267	0.007
	Female	343	4.252	0.535	0.029		

The researcher used T- test to investigate the differences in the studied sample responses about the diagnosis of Stereotypes toward Arabs and Muslims in Western Media attributed to category of gender. The table shows that there was a differences in the first, second and the total statements. The differences in these dimensions were for the best interest of females.

Are there significant differences at ($\alpha \leq 0.05$) in the studied sample responses about the Diagnosis of Stereotypes Toward Arabs and Muslims in Western Media attributed to academic achievement.

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
A	Between Groups	5.383	3	1.794	6.348	.000
	Within Groups	196.735	696	.283		
	Total	202.118	699			
B	Between Groups	10.153	3	3.384	10.330	.000

	Within Groups	228.011	696	.328		
	Total	238.164	699			
C	Between Groups	38.364	3	12.788	31.833	.000
	Within Groups	279.191	695	.402		
	Total	317.554	698			
D	Between Groups	10.326	3	3.442	14.296	.000
	Within Groups	166.859	693	.241		
	Total	177.185	696			

The above table shows that there are significant differences at ($\alpha \leq 0.05$) in the studied sample responses about the Diagnosis of Stereotypes Toward Arabs and Muslims in Western Media attributed to academic achievement.

The researcher used LSD to identify the source of the differences. It is clear for the first dimension that the differences were for the best interest of an advanced diploma.

Multiple Comparisons							
LSD							
Dependent Variable	(I) Academic achievement	(J) Academic achievement	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
A	An advanced diploma	A bachelor's degree	.26119*	.06834	.000	.1270	.3954
		Master's degree	.26919*	.07473	.000	.1225	.4159
		Ph.D. Degree	.33181*	.08056	.000	.1736	.4900
	A bachelor's degree	An advanced diploma	-.26119*	.06834	.000	-.3954	-.1270
		Master's degree	.00800	.05012	.873	-.0904	.1064
		Ph.D. Degree	.07062	.05844	.227	-.0441	.1854
	Master's degree	An advanced diploma	-.26919*	.07473	.000	-.4159	-.1225
		A bachelor's degree	-.00800	.05012	.873	-.1064	.0904
		Ph.D. Degree	.06263	.06581	.342	-.0666	.1918
	Ph.D. Degree	An advanced diploma	-.33181*	.08056	.000	-.4900	-.1736
		A bachelor's degree	-.07062	.05844	.227	-.1854	.0441
		Master's degree	-.06263	.06581	.342	-.1918	.0666

For the second dimension the differences were for the best interest of who have Diploma.

Multiple Comparisons							
LSD							
Dependent Variable	(I) Academic achievement	(J) Academic achievement	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
B	An advanced diploma	A bachelor's degree	.27161*	.07357	.000	.1272	.4161
		Master's degree	.36926*	.08038	.000	.2114	.5271
		Ph.D. Degree	.45359*	.08689	.000	.2830	.6242
	A bachelor's degree	An advanced diploma	-.27161*	.07357	.000	-.4161	-.1272
		Master's degree	.09765	.05384	.070	-.0081	.2034
		Ph.D. Degree	.18198*	.06314	.004	.0580	.3060
	Master's degree	An advanced diploma	-.36926*	.08038	.000	-.5271	-.2114
		A bachelor's degree	-.09765	.05384	.070	-.2034	.0081
		Ph.D. Degree	.08433	.07096	.235	-.0550	.2236
	Ph.D. Degree	An advanced diploma	-.45359*	.08689	.000	-.6242	-.2830
		A bachelor's degree	-.18198*	.06314	.004	-.3060	-.0580
		Master's degree	-.08433	.07096	.235	-.2236	.0550

For the third dimension the differences were for the best interest of who have Diploma.

Multiple Comparisons							
LSD							
Dependent Variable	(I) Academic achievement	(J) Academic achievement	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
C	An advanced diploma	A bachelor's degree	.27003*	.08147	.001	.1101	.4300
		Master's degree	.49177*	.08901	.000	.3170	.6665
		Ph.D. Degree	.83003*	.09640	.000	.6408	1.0193
	A bachelor's degree	An advanced diploma	-.27003*	.08147	.001	-.4300	-.1101
		Master's degree	.22174*	.05962	.000	.1047	.3388
		Ph.D. Degree	.56000*	.07018	.000	.4222	.6978
	Master's degree	An advanced diploma	-.49177*	.08901	.000	-.6665	-.3170
		A bachelor's degree	-.22174*	.05962	.000	-.3388	-.1047
		Ph.D. Degree	.33826*	.07880	.000	.1835	.4930
	Ph.D. Degree	An advanced diploma	-.83003*	.09640	.000	-1.0193	-.6408
		A bachelor's degree	-.56000*	.07018	.000	-.6978	-.4222
		Master's degree	-.33826*	.07880	.000	-.4930	-.1835

For the all dimension the differences were for the best interest of who have Diploma.

Dependent Variable	(I) Academic achievement	(J) Academic achievement	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
D	An advanced diploma	A bachelor's degree	.26660*	.06308	.000	.1428	.3904
		Master's degree	.34563*	.06898	.000	.2102	.4811
		Ph.D. Degree	.47217*	.07478	.000	.3254	.6190
	A bachelor's degree	An advanced diploma	-.26660*	.06308	.000	-.3904	-.1428
		Master's degree	.07902	.04625	.088	-.0118	.1698
		Ph.D. Degree	.20556*	.05453	.000	.0985	.3126
	Master's degree	An advanced diploma	-.34563*	.06898	.000	-.4811	-.2102
		A bachelor's degree	-.07902	.04625	.088	-.1698	.0118
		Ph.D. Degree	.12654*	.06126	.039	.0063	.2468
	Ph.D. Degree	An advanced diploma	-.47217*	.07478	.000	-.6190	-.3254
		A bachelor's degree	-.20556*	.05453	.000	-.3126	-.0985
		Master's degree	-.12654*	.06126	.039	-.2468	-.0063

*. The mean difference is significant at the 0.05 level.

Is there significant differences at ($\alpha \leq 0.05$) in the studied sample responses about the Diagnosis of Stereotypes Toward Arabs and Muslims in Western Media attributed to university.

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
A	Between Groups	12.861	16	.804	2.901	.000
	Within Groups	189.257	683	.277		
	Total	202.118	699			
B	Between Groups	11.851	16	.741	2.235	.004
	Within Groups	226.312	683	.331		
	Total	238.164	699			
C	Between Groups	32.401	16	2.025	4.843	.000
	Within Groups	285.153	682	.418		
	Total	317.554	698			
D	Between Groups	13.152	16	.822	3.408	.000
	Within Groups	164.033	680	.241		
	Total	177.185	696			

The above table shows that there are significant differences at ($\alpha \leq 0.05$) in the studied sample responses about the Diagnosis of Stereotypes Toward Arabs and Muslims in Western Media attributed to university.

The table shows the differences for the best dimension was for the best interest of AL-Azhar university. Whereas, for the second dimension the differences were for the best interest of AL-Azhar University. Whereas the third dimension for the best interest of Al-Quds open university west bank. The total dimensions were for the best interest of Hebron University and AL-najjah University.

		N	Mean	Std. Deviation	Std. Error
A	AL-Quds University	158	4.3924	.56359	.04484
	AL-Quds Open University	49	4.3447	.52078	.07440
	Birzeit University	73	4.2542	.59099	.06917
	Hebron University	46	4.4275	.59857	.08825
	Arab American University	42	4.2540	.49768	.07679
	Bethlehem University	47	4.1158	.57593	.08401
	Palestinian Technical University	26	4.2393	.51610	.10122
	The community College	11	4.3737	.51705	.15590
	AL-najjah University	36	4.4475	.51055	.08509
	Khadoury	14	4.2143	.56229	.15028
	Gaza University	34	4.1830	.38769	.06649
	AL-Quds Open University Gaza	40	4.1333	.43011	.06801
	Islamic University	35	4.1556	.44624	.07543
	Palestine University	12	3.9167	.43455	.12544
	AL-Aqsa University	25	4.3333	.52705	.10541
	applied sciences collaeage	9	4.2840	.41615	.13872
AL-azhar University	43	4.5943	.43770	.06675	
	Total	700	4.3073	.53773	.02032
B	AL-Quds University	159	4.2435	.62530	.04959
	AL-Quds Open University	49	4.0816	.71071	.10153
	Birzeit University	73	4.0646	.64814	.07586
	Hebron University	46	4.2422	.53186	.07842
	Arab American University	42	4.1224	.55064	.08497

	Bethlehem University	47	3.9301	.57055	.08322
	Palestinian Technical University	26	4.2527	.53499	.10492
	The community College	11	4.1688	.59870	.18051
	AL-najjah University	36	4.2143	.57903	.09651
	Khadoury	14	4.0816	.53368	.14263
	Gaza University	34	3.8908	.41621	.07138
	AL-Quds Open University Gaza	40	3.9464	.37960	.06002
	Islamic University	34	3.9034	.57329	.09832
	Palestine University	12	3.9643	.48779	.14081
	AL-Aqsa University	25	4.1143	.52973	.10595
	applied sciences collaeage	9	4.1905	.47380	.15793
	AL-azhar University	43	4.2724	.49763	.07589
	Total	700	4.1206	.58371	.02206
C	AL-Quds University	159	4.2594	.70816	.05616
	AL-Quds Open University	49	4.3112	.59190	.08456
	Birzeit University	73	4.0753	.75079	.08787
	Hebron University	46	4.2772	.68562	.10109
	Arab American University	42	4.0357	.68426	.10558
	Bethlehem University	47	4.0266	.58569	.08543
	Palestinian Technical University	26	4.2308	.51441	.10088
	The community College	11	4.0909	.72692	.21917
	AL-najjah University	36	4.3542	.56813	.09469
	Khadoury	14	4.1250	.75797	.20258
	Gaza University	34	3.6838	.53763	.09220
	AL-Quds Open University Gaza	38	3.7434	.52145	.08459
	Islamic University	35	3.6000	.53961	.09121
	Palestine University	12	3.7708	.48216	.13919
	AL-Aqsa University	25	3.9400	.66646	.13329
	applied sciences collaeage	9	4.0556	.63465	.21155
	AL-azhar University	43	4.0465	.61299	.09348
	Total	699	4.0898	.67450	.02551
D	AL-Quds University	158	4.3177	.54897	.04367
	AL-Quds Open University	49	4.2459	.52558	.07508
	Birzeit University	73	4.1521	.57151	.06689
	Hebron University	46	4.3326	.54367	.08016
	Arab American University	42	4.1643	.46947	.07244
	Bethlehem University	47	4.0330	.49082	.07159
	Palestinian Technical University	26	4.2423	.41921	.08221
	The community College	11	4.2455	.48345	.14577

AL-najjah University	36	4.3472	.48343	.08057
Khadoury	14	4.1500	.48714	.13019
Gaza University	34	3.9809	.32776	.05621
AL-Quds Open University Gaza	38	3.9908	.35543	.05766
Islamic University	34	3.9574	.42554	.07298
Palestine University	12	3.9042	.38639	.11154
AL-Aqsa University	25	4.1780	.46861	.09372
applied sciences collaeage	9	4.2056	.41265	.13755
AL-azhar University	43	4.3721	.37974	.05791
Total	697	4.2000	.50456	.01911

Based on the results of the questionnaire for the first three questions of the study. The results of the questionnaire were consistent with the hypotheses assumed by the researcher at the beginning of the study. According to the results of the questionnaire, the highest percentage was that the Palestinian students see that the Western media negatively affects the image of Arabs and Muslims and also portrays Muslims and Arabs in a negative stereotype, in addition to a very high rate of students who see that there is a bias towards Arabs and Muslims in the Western press.

The result of the first dimension matches with study Ridouani 's study which entitled *The Representation of Arabs and Muslims in Western Media*. Ridouani aimed to analyze how Arabs and Muslims are represented in Western arts, then he focused on their negative portrayals in cinema, arts, and press as well. The study showed that the Western media deliberately distort the image of Muslims. Furthermore, there are different distorted images created of Muslims in arts and the film industry that gives false ideas about Muslims. Which is most related to the second question of the study, where Western media play a big role in distorting the image of Arabs and Muslims at various levels.

The result of the first and second dimension is also coinciding with a study published by Elayan entitled "Stereotypes of Arab and Arab-Americans Presented in Hollywood Movies Released during 1994 to 2000". The study focused on qualitative analysis of six movies to show the effect of Hollywood movies on the image of Arabs and Muslims. The researcher 's study highlights the stereotypes that are associated with Arabs in Hollywood Movies such as violence, ignorance, and terrorism.

However, films are considered among the latest and most popular ways to disseminate stereotyped images of Arabs and Muslims. The results of the first section of the questionnaire indicate that the highest percentage of the responses showed that Palestinian students strongly agree with the negative impact of Western media on the image of Muslims and Arabs.

Moreover, A high percentage of the responses agree that Western films give a negative image of Muslims and Arabs as barbarians, uneducated and terrorists, which is consistent with the results of Noura's study that investigated how Hollywood Movies depicted Muslim and Arabs after the September 11th attack. The results show how the old stereotypes taken and shown in the movies, such as that Arabs are barbarians, uneducated, and terrorists. In addition to the fabrication of violence for Arabs and Muslims by combining different types of Islamic symbols during the events of violence that involved in the movies.

The orientalist view that was propagated and planted by orientalists is still stuck in the minds of Westerners, and the Western media is still working on feeding it .The results of Fauziah Hassan and Sofia Yusef 'Master thesis "***The Framing of International Media on Islam and Terrorism***" match with the results of the second dimension of this study, which show how the western media label Muslims with terrorism and how the description of Arabs and Muslims is still associated to terrorism in a number of articles.

The results of Ghada Ahmad 's study entitled Portrayal of Arabs and Muslims in Western and Eastern Media correspond with the results of the Third -dimension statements which related to the bias of western media toward Arabs and Muslims. The analysis showed that any incident related to Muslims presented in the Western media in light of a mere 'dispute'. Even though, the crimes emerged because of the religious hatred and racism.

The results of Amal Shousha 's PhD thesis are similar to what Fauziah Hassan and Sofia Yusef found. Amal pointed out that the word terrorism is associated mostly with the word Islam and Muslims. Arabs are referred to as: the aggressors- mass murderers- an enemy- terrorists- Arab murderers- Middle Eastern terrorists- Islamic terrorists Muslim terrorists- and Islamic extremism. The results are similar to what the statements of the second-dimension show that "Arabs and Muslims have been portrayed as violent and terrorist in Western media which include films, newspaper and books.

Bias toward Muslims in the western media and How Arabs and Muslims are subjected to discrimination and racism in the Western media are highlighted through Ghada's study. Also, the results of her study correspond highly with the statements that "The Western media covers the murders against Muslims in the western world objectively". The responds show that high percentage of the student strongly agree that there is bias in the western media and it does not cover the issues related to Arabs objectively.

4.2 Empirical Findings of the critical discourse analysis

This particular part displays the details of the findings of this study. In the present analysis, the researchers focus on discourse features such as lexical choice, collocation, repetition of the words that collocated with Muslims to illustrate how the critical discourse analysis contribute to explore how the western discourse portray stereotypical image of Muslims and How it contains different ideologies.

In this part, the representation of Islam and Muslims has been analyzed according to the substance of three theories: Fairclough's Approach 1995, van Dijk's Sociocognitive Approach. Aristotle's Rhetorical Triangle .The textual analysis the (microstructure) which focuses on the text analysis of the 37 news articles. The researcher will begin with an explanation of the results of the data analysis, the research questions will be responded to which asked:

1. What are the portrayed images of Arabs Muslims that results from the critical discourse analysis of the content of thirty -six articles?
2. How has the Western media adopted biased coverage of the image of Arabs and Muslim?
3. How is language structure used in media discourse to convey stereotypical images of Arabs and Muslims through representing different events that happened between (2015-2020)?
4. How does the ideologies of the writer's affect the image of Arabs and Muslims?

The table below, answer the question "How is language structure used in media discourse to convey stereotypical images of Arabs and Muslims through representing different events that happened between (2015-2020)"? The researcher answers these questions through micro structure analysis, by answering this question, the rest of the questions will be answered gradually and in overlapping manner.

Table(4.10) show the nouns that used to describe the offender and the violent event in the headlines.

Words used in the description of the	violent event	Attacker
Vienna attacks		
Fox news	Vienna attacks	“Islamist terrorist
Wall street	Vienna Shooting	Suspect had Previous Terrorism convection
The Guardian	repulsive terror attack	Gunman on loose
BBC	Vienna shooting	Islamist terror attack
France 24	'terror' attack in central Vienna	-----
Orlando attack		
Fox news	shooting at Florida nightclub	possible act of Islamic terror
Wall street	Orlando attack	-----
The Guardian	Orlando night club attack deadliest US mass shooting	-----
BBC	Orlando nightclub shooting Attack	
France 24		'Islamic soldier Gunman
London attack		
Fox News	London terror attack	
Wall street Journal	Terror attack in London	
The Guardian	London terror attack	
BBC	London attack	
France 24	deadliest attack in a decade	
Paris attack		
Fox news	Paris attacked	suicide bombers
Wall street Journal	Paris attack	
The Guardian	Paris terror attack	Isis atrocity was act of war
BBC	Paris attacks: A new type of terrorism?	
France 24	Paris attacks: ‘There was blood everywhere’	
Canada attack		
Fox new	-----	Canada hate driver
Wall street Journal	-----	Suspect Targeted
The Guardian	Murder	Canadian man
BBC	Premeditated truck attack	
France 24	truck attack	Suspect charged with terrorism

Chapel Hill shootings		
Fox News	In North Carolina. Was it a hate crime?	
Wall street Journal	Killing 3 in North Carolina	Judge Rules Man accused of Killing
The Guardian	Chapel Hill neighbors speak of fearing	Gunman
BBC	Chapel Hill shootings	man charged
France 24		
New Zealand Mosques		
Fox News	Christchurch mosques	New Zealand man charged over threats
Wall street Journal	Terror Attack at New Zealand Mosques	
The Guardian	Christchurch shooting	
BBC	Christchurch shootings\ mosques attack	
France 24	attack on Christchurch mosques	
Muslim Day Letter		
The Guardian	Muslim Day Letter	Suspect
BBC	Punish a Muslim Day	Charge man

In the previous table (4.10), the researcher explores the word choice that used to describe the offender and the incidents in the headlines of the selected articles. The researcher contrasts how the incidents related to Muslims and non-Muslims are reported in the Western media. Although the incidents have the same severity, the findings show that there is a bias in reporting the incidents involving Muslims.

According to Van Dijk (1988), “vocabulary is an element of microstructure in discourse analysis whose meaning is got from the semantic relation between preposition, syntax, and other rhetorical elements such as coherence, quotations, direct and indirect speech” .The Lexical elements (verbs, nouns, adjectives) are employed on newspaper headlines to portray a negative image of Muslims and it also reflect the role of western media in increasing the negative attitudes and prejudice toward Muslims .

The researcher uses Van Dijk Socio-Cognitive model which is beneficial for analyzing the newspapers to indicates the stereotypes as well as biases on ethnicity.

The vocabulary that used in the newspaper' headlines identify the incidents involved non-Muslims as a terrorist attack. All the headlines identify the incidents involved non-Muslims were expressed as "shooting terror act" "deadliest US mass" "terror attack" "deadliest attack" "repulsive terror attack. The words "terrorism" "terror act" emphasize and amplifies the severity of the incidents and to attract the attention of the reader from a first glance. On the contrary, the western media do not consider the incident involving Muslims as terror attacks committed by terrorists.

Moreover, the offender was not identified as a terrorist in any of the incidents related to Muslims, and even when the word "terrorist" is used in Canada incident, the word "charged" used to refer to the offender as he was accused of committing the incident and needs to be acquitted of the act. In addition, the words (Suspect - man) are used to shows that the offender does not belong to any religion, unlike the incidents that Westerners have been exposed to and were carried out by Muslim people. One out of all 20 headlines analyzed refer to the attacker as a gunman which has more neutral meaning that refer to terrorist attacks.

The writers associated the offenders that carried out attacks towards non -Muslims with the word "Islam" and Muslims. The chosen words feed the western ideology that Westerners are victims of Islamic terrorism, Also, the word "Islamic terror "Islamic soldier" Islamist terrorist" and "act of Islamic terror" reflect that the western media are still feeding the readers with a negative perception towards Islam as a whole and portray them as terrorists. However, the religious identity of the offender who committed actions against Muslims was not revealed in the headlines. For instance, the word Christian was not used to identify the offender, in contrast with the Muslim offenders who committed acts toward westerners.

As shown in the literature review in Chapter 2, Edward Said argues the way that Arabs and Muslims have conceptualized and pictured by the West. The findings show some orientalist themes

in the headlines and how Muslims are stereotyped as a world because of their faith. More specifically, the representations that associated with Muslims are ' homogenous', ' inferior', 'the enemy', 'separate'.

The findings reveal that Islam is stereotyped and Muslims are negatively represented in western media headlines, as well as that there are various ideological elements incorporated in the portrayal of Islam and Muslims in the headlines. The findings show the bias in the news headlines against Islam and Muslims.

The findings support our theoretical lines, which are based on Fairclough's (1995) theory that language reproduces ideology, and hence everything reported in the press is reported from an ideological standpoint. Therefore, the assumption 'The western media adopted biased coverage of the image of Muslim' was approved according to the word choice and the vocabulary that collocated with Muslims and Islam in the headlines.

The findings correspond with Lemmouh (2017) study which focuses on the ideological representation of Islam and Muslims in New York Times. According to the results of the analysis, lemmouh points out that the language of media as a representational tool does not always reflect facts. Thus, it can be circulated to serve different ideologies or Views. Here, the bias in the representation of the events related to Muslims affected with the Writer's ideology

Table (4.11) shows the frequency of the nouns that used to describe the offender and the events in the articles.

	Orlando shooting	Vienna shooting	Paris attack	London attack	New Zealand Attack	Muslim family killed in Canada	Punish a Muslim Day	Chapel Hill attack
Fox News								
Terror attack	6	3	1	3	1	-	-	-
Act of terror	1	2	-	4	-	-	-	-
Terror group	1	-	-	-	-	-	-	-
Terrorist	2	3	3	2	-	-	-	-
Terrorism	1	5	1	2	-	-	-	-
gunman	-	-	3	-	1	-	-	-
Suicide bombers	-	-	1	1	-	-	-	-
Assailants	-	-	2	2	-	-	-	-
Act of murder	-	-	-	-	-	2	-	-
Wall Street Journal								
Terror attack	1	2	1	1	-	-	-	-
Act of terror	-	1	1	-	1	-	-	-
Terrorist	2	1	8	2	-	-	-	-
Terrorism	1	1	2	2	-	-	-	-
Gunman	2	-	2	-	1	-	-	-
Assailants	-	-	-	2	-	-	--	-
First degree murder	-	-	-	-	-	1	-	-
The Guardian								
Terror attack	1	7	2	3	2	-	-	-
Act of terror	1	-	2	1	-	-	-	-
Terrorist	2	4	2	3	-	-	-	-
Terrorism	1	4	2	4	-	-	-	-

Brutal Murder	1	-	-	-	-	-	-	-
Murder	-	-	-	-	-	1	-	1
Gunmen		8	2	-	-	-	-	-
Assailants			-	2	-	-	-	-
Horrific attack	-	-	1	-	-	-	-	1
Act of war	-	-	1	-	-	-	-	-
BBC								
Terror attack	3	2	2	1	2	-	-	-
Act of terror	2	2	2	-	-	-	-	-
Terrorist	3	3	2	2	1	-	-	-
Terrorism	-	1	1	2		-	-	-
gunman	9	-	3	-	4	-	-	-
Act of war	1		2					
Suicide bombers	4	-	-	-	-	-	-	-
Horrific attack	-	1	1	-	-	-	-	-
France 24								
Terror attack	1	3	1	-	-	1	-	-
Deadliest attack	-	-	-	1	1	-	-	-
Terrorists	2	1	1	2	-	-	-	-
Terrorism	1	-	-	1	2	-	-	-
Gunman	2	-	4	-	-	-	-	-
Assailants			2	2	-	-	--	-
Horrific act of violence	1	-	-	1	-	-	-	-

The researcher depends on the “repartition” as a rhetorical device to answer the research questions:

What are the portrayed images of Muslims that results from the critical discourse analysis of the content of thirty -six articles? Then to answer the following second question which is How has the Western media adopted biased coverage of the image of Arabs and Muslim?

The Journalists depend on persuasive strategies in media to persuade the readers towards a perspective or to emphasize an idea or point of view. Table 2.4.2 display the repetition and shows

the frequency of the words that used to describe the offender and the events in the articles. The researcher aims to highlight the repetition of the words that collocate with the offender and how repetition has the power to emphasize an idea or thoughts about group of people. The words collocates with Muslims and Islam in the articles are "terrorist" "terrorism"" assailants act of terror" and "terror attack" .

The words above are mentioned repeatedly, Fox News referred to the offender as "assailant" four times and "terrorist twice" also it referred to the events as "terror attack" four times. In addition, Wall Street Journal mentioned the words "terror attack" and " the word act of terror" six times and it referred to the offender as "terrorist" more than twelfth times. On another hand, the guardian used the words "terror attack" 14 times and "terrorist" 11 times as the word "terrorism". In the same way, BBC used the word "terror attack" and "act of terror" 8 times and the word "terrorists" 11 times. Finally, France 24 used the word terrorist "sixth times and "terror attack" four times.

The repetition of the words related to violent events toward westerners reflect the ideology and the negative attitude of the western media towards Islam and Muslims. In contrast, the usage of the same words to describe incidents involving Muslims and perpetrated by Westerners is extremely rare, and there are phrases that are not used at all in the articles such as "terrorist act", "terrorists" and "terrorist attack" to describe the offender and the violent events toward Muslims.

The infrequent word usage reflects the bias in the western media and the lack of objectivity in covering the incidents related to Muslims. On the other hand, Aristotle's mode of persuasion as a tool reflects the role of repetition, according to Aristotle the writer's ability to persuade the audience based on how the writer appeals to the audience "in three different areas: logos, ethos,

and pathos” By repeating the words, the writer depends on persuasive strategies to convince the audience, evokes the emotions of the readers and he emphasizes his point of view.

The repetition of words associated with Muslims and Islam produces prejudice towards Muslims and perpetuates the myth that Muslims are terrorists. It also evokes sympathy toward victims of violent events caused by Muslims that feeds the orientalist's perspective of the Islamic world. Furthermore, the analysis clarifies that the concept of terrorism has been generalized to all Muslims as a result of a single violent act committed by a few Muslims.

The finding Correspond with Fatemeh and Gholam’ study that investigates the function of language as a social practice in media discourse. Fatemeh analyze the lexical choices that used for the construction of Orientalist descriptions of the West (self- representation) versus them (Muslims). In Fatemeh and Gholam’ study, the analysis of the lexical and structural choices showed that Islam and Terrorism are considered the same. Islam collocates with Radical' ' kill', 'suicide', and 'threat'.

Van Dijk’s notion of " ideological square" is characterized by "a positive self - presentation and negative other – presentation" and it observed in all linguistic elements of a text, including lexicon, syntactic structures and sentence meanings, (Poorebrahim,2013). The empirical findings show that in all chosen newspapers (The Guardian, Fox News, Wall Street Journal, BBC and France 24) the presentation of Muslims is negative and the words collocated with Muslims relate the Islamists to violence, extremism and show them in the state of being violent people and a threat.

On the contrary, although the westerners committed violent acts as a result of religious and ethnic extremism, such as in the case of the New Zealand mosques and Chapel Hill Shooting. The

western media does not refer to the offender negatively according to his beliefs that resulted from a persistent incitement against Muslims.

The findings of the language structure analysis remind us to the findings of Fatemeh Poorebrahim and Gholam Zarei, (2013) that indicate the description of Muslims is still associated to terrorism in a number of articles, the western media is still feeding the readers with a negative perception towards Islam as a whole. Also, the findings contradict with Alazzany (2008) study that its results showed the themes that dominate the representational discourse of Muslims which are the concepts of violence, turmoil, threat, and terrorist. It also showed that there are some discursive strategies like selection and generalization are utilized to promote the ideological themes that demonstrated in the representational discourse of Islam and Muslims.

Table(4.12) shows Adjectives and nouns that used to describes the victims of violent

Events

Violent Event	Muslim Family killed in Canada 2018	Chapel Hill attack 2015	Punish a Muslim Day 2018	New Zealand attack 2019
WSJ	Muslims Family dead	Muslim students	---	50 people Dead.
BBC	Muslims family	Muslim students	----	49 Dead
France 24	Muslims family	-	----	49 Killed
The Guardian	Muslims family -victims	Muslim students dead	-----	Victims
Fox News	4 members of Muslims Family dead	Three Muslim students Murdered-dead	-----	50 dead
Violent Event	Vienna shooting	Orlando attack	Paris attack	London attack
WSJ	Dead	Victims	100 dead	Seven Dead
BBC	Two dead	Victims	Victims	Seven killed in vehicle and stabbing
France	Victims	Victims	Victims	Victims
The Guardian	Victims	Victims – dead	Victims	Victims

Fox News	Victims	Victims	120 killed in historic violence	Victims
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From the results provided in the above table, it could be observed that western media biased against Muslims. The frequent use of the word "victim" in the articles discourse that related to incidents involving non-Muslims reflect the writer's thoughts toward Muslims. The researcher depends on Aristotle's "modes of persuasion" to reveal the bias in language that reflects the writer's attitude against Muslims. The mentioned newspaper use the noun "victims" to refer to the victims involved in violent events toward non-Muslims.

The frequent use of the word victims to describe the dead people in the incident involving non-Muslims, as opposed to incidents involving Muslims, reveals the writer's ideology in influencing the readers by appealing to their emotions and feeling. In the case of the Chapel Hill attack and the Muslim Family, the chosen newspaper did not treat the Muslims who have killed in the violent events as victims, but rather the western media dealt with them based on their religious identity.

Here we can understand why the word victim is used to describe the victims in accidents related to Western people. Feelings and Emotions generally have the power to motivate individuals to respond, and they help the writer convey his point of view and his thoughts toward a group of people. The frequent use of the word victims makes the readers sympathize with the victims and makes the journalist more credible. Moreover, the analysis of the choice of the word represents the dominant ideologies of the writers within the text.

In this part, the researcher seeks to evaluate whether quotes are used neutrally and objectively, or if they are chosen to support the newspaper's and the writer's viewpoint. Furthermore, does the

quotation represent any Muslim stereotypes? The researcher also investigates whether quotes have the same importance and influence in occurrences encountered by Muslims and non-Muslims.

Table (4.13) shows Quotation (speech of presidents – reported speech of the witness)

Fox News	
Orlando	<p>We know enough to say this <u>was an act of terror</u> and an act of hate," President Obama said in a speech from the White House on Sunday.</p> <p>"This is <u>an attack on our people</u>," Scott tweeted around 11:40 a.m. "It's an attack on Orlando. It's an attack on FL. It's an attack on America. It's an attack on all of us."</p> <p><u>"I heard 20, 40, 50 shots,"</u> Alamo said. "The music stopped."</p>
Vienna	<p>President Trump late Monday tweeted, "Our prayers are with the people of Vienna after yet <u>another vile act of terrorism in Europe</u>. These evil attacks against <u>innocent people</u> must stop. The U.S. stands with Austria, France, and all of Europe in the fight against terrorists, including <u>radical Islamic terrorists</u>."</p> <p>"Our police will take decisive action against the perpetrators of this hideous <u>terrorist attack</u>," Sebastian Kurz, the chancellor of Austria, tweeted.</p> <p>"Today's shooting in <u>Vienna is horrific and heartbreaking</u>. We condemn in the strongest terms possible this act of terrorism. Our thoughts are with the people of Austria and everyone affected by this deplorable act". Justin Trudeau</p>
Paris attack	<p>"Very soon I smelled powder, and I understood what was happening. <u>There were shots everywhere</u>, in waves. I lay down on the floor. I saw at least two shooters, but I heard others talk. They cried, 'It's Hollande's fault.' I heard one of the shooters shout, 'Allahu Akbar,'"</p> <p>President Barack Obama, speaking to reporters in Washington, <u>decried an "attack on all humanity"</u>, calling the Paris violence an "outrageous attempt to terrorize innocent civilians.</p>
London attack	<p>Elizabeth O'Neill said her son was stabbed in the stomach by a man who approached him and yelled <u>"this is for Islam."</u></p>

	<p>“They kept coming to try to stab me. They were stabbing everyone. <u>Evil, evil people.</u>” "They went '<u>this is for Allah</u>' and then they just started stabbing her multiple times</p>
Events related to Muslims	
New Zealand Attack	<p>Any threat made on our community and our people is a threat on our society, and will not be tolerated," Price said. "Any messages of hate or people wanting to cause harm in our community, they will be held to account.</p>
Muslim family killed in Canada	<p>"This has totally destroyed me from the inside. I can't really come to terms they were no longer here," Khalil said.</p> <p>The Muslim Association of Canada also called on authorities to "prosecute this horrific attack as an act of hate and terrorism."</p>

used to describes the victims of violent Events in Fox News newspaper. The researcher aims to highlight the function of using reported speech and quotes of president in the articles of fox news. In news reports, quotation and reported speech are frequently utilized to convey a specific point of view and sometimes the journalist depends on them as a persuasive tool in order to support their own arguments. The frequent use of direct quotations has great emotional impact on the readers and helps the writers to communicate his attitude.

In Orlando event the president Obama in his speech describe the events as act of hate and act of terror. The writer used the quotation "I heard 20, 40, 50 shots," "The music stopped" which provoke the emotion and feeling of the readers and support his opinion about the severity of the act.

Despite the severity of the incidents Muslims have been subjected to, the writers do not use president's speech defends Muslims. Even the quotes included by the writers do not have a strong

impact on the reader to make them feel the horror of the incident and its consequences. On the contrary, President Barack Obama calling the Paris violence as an “outrageous attempt to terrorize innocent civilians” and President Trump describes the act as act of terrorism. The authors use quotation from those who witnessed the event to create a stereotypical image of Muslims and the Islamic religion. such as “this is for Islam.” “They were stabbing everyone” “Evil, evil people.” “This is for Allah' and then they just started stabbing her multiple times”.

.(Table 4.14) Reported speech and quotes in Wall street Journal reports

Wall street Journal	
Vienna attack	“He was a dedicated Islamist terrorist who had pledged his allegiance to the Islamic State terror organization,” Austrian Chancellor Sebastian Kurz told The Wall Street Journal in an interview.
Paris attack	“An unprecedented terrorist attack is under way,” President François Hollande said in a televised address shortly after he himself had been evacuated from the stadium. “This is a horror.”
Events related to Muslims	
New Zealand Attack	“While the nation grapples with a form of grief and anger that we have not experienced before, we are seeking answers,” said Prime Minister Jacinda Ardern on Saturday. She said New Zealand would review its gun laws.

The above table shows the same choice of words that used in the quotation of Fox News Articles. the word "terrorist attack "is used in the speech of President François Hollande to describe the attack. Whereas, in the New Zealand Attack the speech of the Prime Minister Jacinda Ardern was general and through the speech we can notice that the prime minster does not use the word terrorist to describe the violent act. The journalists use these quotations to convince the readers in their point of view, through the analysis the researcher explores that the headlines choice of word is taken from the president speech. which reveal that the Journalist use president speech as supportive opinion to support his point of view and persuade the readers.

(Table 4.15) Reported speech and quotes in France 24 reports

France 24	
Orlando attack	"Outrageous attempt to <u>terrorize innocent civilians.</u>
Vienna attack	<p>what Austrian Chancellor Sebastian Kurz described as a "<u>repulsive terror attack</u>".</p> <p>Italian Prime Minister Giuseppe Conte also "strongly condemned" the shootings. "There is no room for hatred and violence in our common European home," he said on Twitter in Italian and German.</p>
Paris attack	<p>"Many of them were <u>covered with blood, people were screaming,</u>"</p> <p>"People <u>were falling like dominoes,</u>" said a 22-year-old message-runner who gave his name as Toon.</p> <p>"<u>There was blood everywhere,</u> corpses everywhere. We heard screaming. Everyone was trying to flee," said another witness</p> <p>"I saw several <u>bloody bodies</u> on the ground. I don't know if they were dead," he said.</p>
London attack	<p>Prime Minister Theresa May condemned the attack as "sick and depraved".</p> <p>" Everyone was just running everywhere."</p> <p>"I did not see the face of the person lying on the asphalt, but the person <u>was not moving,</u> one of the men I saw, his <u>head was bleeding very badly.</u></p>
Events related to Muslims	
New Zealand Attack	<p>New Zealand Prime Minister Jacinda Ardern condemned the shootings as "an extraordinary and unprecedented act of violence", and placed the country on high security alert.</p> <p>Australian Prime Minister Scott Morrison said that one of the suspects is an Australian national, whom he described as "<u>an extremist, right-wing, violent terrorist</u>"</p> <p>French President Emmanuel Macron expressed his condolences to the victims of Friday's attacks.</p> <p>"All of our thoughts go out to the victims of these odious crimes against Christchurch's mosques in New Zealand, as well as their families</p>

Muslim family killed in Canada	"This killing was no accident. This was a terrorist attack , motivated by hatred, in the heart of one of our communities," Trudeau said during an impassioned speech at the House of Commons.
Chapel Hill attack	"No one in the United States of America should ever be targeted because of who they are, what they look like, or how they worship," Obama said in a statement, offering his condolences to the victims' families.

The previous table shows the reaction of the presidents toward the violent acts, in Orlando and Vienna attack the writer used quotation that refer to the victims as innocent and refer to the violent act as terror act. In the case of Paris attack the writers use quotation that support the attitude that Muslims are terrorist "Many of them were covered with blood", "people were screaming," "they were falling like dominoes" "There was blood everywhere"

New Zealand Prime Minister Ardern condemned the shootings as "an extraordinary and unprecedented act of violence" and the Australian Prime Minister Scott described the offender as "an extremist, right-wing, violent terrorist". In the case of Muslims Family, the writers used quotation refer to the act as a terrorist attack, In the case of Chapel Hill attack the president Obama was general in his speech contains some value

(Table 4.16) Reported speech and quotation used in the Guardian reports.

The Guardian	
Orlando attack	Barack Obama Calling the attack " brutal murder ", <u>the president said</u> : "We stand with the people of Orlando, who have endured a terrible attack on their city. This is an especially heartbreaking day for all of our friends and fellow Americans who are lesbian, gay, transgender and bisexual." He added: "We know enough to say this was an act of terror and an act of hate. " Officials described the shooting as an "act of domestic terrorism ",

Vienna attack	<p>“We have become victims of a repulsive terror attack in the capital that is ongoing,” Kurz said in a press conference.</p> <p>Boris Johnson tweeted: “I am deeply shocked by the terrible attacks in Vienna tonight. The UK’s thoughts are with the people of Austria – we stand united with you against terror.”</p> <p>The French president, Emmanuel Macron, tweeted that “we French share the shock and sorrow of the Austrian people”.</p> <p>Italian prime minister Giuseppe Conte said there was “no room for hatred and violence in our common European home”, while his foreign minister Luigi Di Maio, tweeted that “Europe must react”.</p> <p>“We have become victims of a repulsive terror attack in the capital that is ongoing,”</p>
Paris attack	Hollande described the attacks as cowardly and “ an act of war ” that had been carefully “prepared, organized and planned from outside the country by Islamic State, but with help from inside”.
London attack	The government’s emergency committee, <u>Theresa May</u> condemned Islamist extremism and called the ideology a “perversion of Islam”.
Events related to Muslims	
Muslim family killed in Canada	“This was an act of mass murder perpetuated against Muslims,” said the London mayor, Ed Holder. “It was rooted in unspeakable hatred.
Chapel Hill attack	“I share strong feelings of outrage and shock with my fellow citizens and university students – as well as concerned people everywhere,” <u>said Mark Kleinschmidt, the mayor</u> .

In the previous table, the writers focus more to quote quotation that emphasize that all the incidents related to westerners are terrorist attacks. The choice of the words used in the president speech describe the attacks as repulsive, terror, brutal murder, act of hate, act of war which support the writer attitude and explore ideology embedded in the speech or text. The analysis of the nouns and adjective that used to describe the offender and the events in table 2.4.2 shows the relation between the president speech and the writer’s attitude, the choice of words that describe the attack are the same of the words that used in the president speech.

(Table 4.17) Reported speech and quotation used in the BBC reports

BBC	
Orlando attack	He had an automatic rifle, so nobody stood a chance," said Jackie Smith, who saw two friends next to her get shot. "I just tried to get out of there." <u>"I heard 20, 40, 50 shots,"</u> he told the AFP news agency. "The music stopped." <u>"People were screaming 'Help me, help me, I'm trapped!'"</u>
London attack	"A chap ran up and I heard him shout, <u>'He's got a knife, he's stabbing people.'</u> " Another witness, "They were running up shouting, <u>'This is for Allah.'</u> They stabbed this <u>girl maybe 10 times, 15 times.</u>
Events related to Muslims	
New Zealand attack	"It is clear that this can now only be described as a <u>terrorist attack,</u> " Prime Minister Ardern told reporters.
Muslim family killed in Canada	Ontario Premier Doug Ford was among those who paid tribute to the victims, tweeting: "Hate and Islamophobia have NO place in Ontario."

The table 4.17 shows the same persuasive strategies was followed by the journalist to convince the reader and evoke their emotions. The use of quotation in the reports considered as a fact that support the opinion of the writers. In Orlando case and London attack the writers' quotes quotation that make the readers sympathy with the victims such as "I heard 20, 40, 50 shots" which express about the horror act "The music stopped." this quotation was used in three of the chosen newspaper to attract the readers attention and reach deeply to the readers feeling.

In the case of London attack, the writers utilize quotation to show that Muslims are willing to do anything cruel and brutal to achieve their purpose. 'This is for Allah.' They stabbed this girl

maybe 10 times, 15 times. The generalization that Muslims and Islamic religion promotes murder and the commission of crime toward non-Muslims.

In the case of New Zealand Mosque, when the tragedy was likewise described as a terrorist attack, can we perceive some neutrality in repeating the president's remarks. The findings suggest that, despite news journalists expected unbiased posture, hidden meanings and ideologies must rise to the surface when critically scrutinizing the language employed.

The findings correspond with (Sarkhoh, 2013) study which aims to conduct comparative study of the ideological discursive representation of Islam and Muslims by focusing on major Muslim related events that attracted media coverage. Sarkhoh study's findings indicates Muslims are seen as a source of threat, they should be feared, also the representation of Islam and Muslims indicates to the continued existence of some 'Orientalist' depictions.

Moreover, the findings of this study remind us with the findings of Amal Shousha (2010) study which examine the image of Islam and Muslims in the American news. The results of the study showed that the Islamic religion has been represented as a violent religion and as violent threat. Moreover, the news reports about Islam and Muslims include attributes to terrorism, extremism or jihadism.

4.3 corresponding between the questionnaire and critical discourse analysis results.

Although, the researcher utilized Critical analysis specifically to answer the fourth and fifth research questions related to the writer's ideology and the stereotypes of Arabs and Muslims formed in media discourse. The critical discourse analysis results coincided with the questionnaire results, and there was a correlation between both. The purpose of using the questionnaire within this study is to answer only the first three questions, which are as follows:

- 1- What are the portrayed stereotypical images of Arabs and Muslims that result from the critical discourse analysis of the content of 37articles and the questionnaire?
- 2- How has the Western media adopted biased coverage of the image of Arabs and Muslims?
- 3- How does the western media affect and misrepresent the image of Arabs and Muslims?

Regarding the first question, the critical discourse analysis and the questionnaire correspond in the following:

- The Islamic religion has been represented as a violent religion and as a violent threat. Terrorism, extremism, and jihadism are included in news reports regarding Islam and Muslims.
- Islam is repetitively stereotyped as a threat, oppressive, and irrational, Islam is also associated with terrorism. Critical discourse analysis and the questionnaire emphasized that Muslims were portrayed as violent and terrorists.

- In critical analysis, the stereotype of Arabs as barbarians and uncivilized was not mentioned in news reports but was associated with Islam by associating it to acts of violence and terrorism, implying that Islam is a regressive religion.
- The assumption "The western media portrayed a negative image of Arabs and Muslims" was approved because the results of critical discourse analysis revealed that Islam and Muslims were misrepresented and showed negatively.

The second question inquired: How has the Western media adopted biased coverage of the image of Arabs and Muslims?

- Arabs and Muslims are subjected to discrimination and racism in the Western media. Also, both critical discourse analysis and questionnaire emphasized that the portrayals of Muslims in western media are often simplistic, inaccurate, and focused on violence.
- The hypothesis "The western media adopted biased coverage of the image of Arabs and Muslims" was approved by the results of critical discourse analysis and the questionnaire.

In this study, the researcher points out the main differences between the coverage of incidents that Muslims and non-Muslims have been exposed to, to scrutinize how Muslims were portrayed in Western media. Critical analysis showed the bias of the Western media against Muslims through the following points:

- a. The difference in event coverage: the incidents that non-Muslims are exposed to in a detailed manner that raises the readers' passions and is in line with the writer's ideology. Whereas, the incidents that Muslims were subjected to were not covered in the Western media, such as the incident (Muslim Day letter). Furthermore, the writers report the incidents that Muslims were exposed to in a simple way, the writers do not use quotes from

well-known political figures that can influence the reader's opinion. A high percentage of respondents strongly agreed that there is a bias in the coverage of incidents involving Muslims. also, the results correspond with the fourth point "The Western media covers the murders against Muslims in the western world objectively" High percentage of the respondents strongly agreed that the western media do not cover the murders against Muslims in the western world objectively.

- b. Description of the incident and offender: In the incidents that were exposed to Westerners and committed by Muslims, the offender was described in all newspapers as a terrorist. and the event committed by Muslims described as a terror attack, horror attack, or act of war in contrast with the incident that Muslims exposed to. These results correspond with the first point of the questionnaire "Arabs and Muslims are subjected to discrimination and racism in the Western media". It is obvious that a Muslim offender was portrayed in a negative light in the western media in contrast with the non-Muslims Westerners.
- c. Description of the victim: Critical analysis indicates the word "victim" is frequently used to describe the victim of the incidents committed by Muslims. On the other hand, it is not used in the same way to describe Muslim victims. These results correspond with the results of the third point of the questionnaire "When Muslim is involved in a terrorist act, Western media cover it more than incidents committed by non-Muslims “.

The third question inquired the following: How does the western media affect and misrepresent the image of Arabs and Muslims?

- The western media have succeeded in loading Western public opinion against Muslims.
- Muslims are viewed as a threat; the depiction of Islam and Muslims demonstrates the persistence of some 'Orientalist' conceptions of Islam and Muslims.

- The study's findings revealed that the Islamic religion has been portrayed as a violent religion and Muslims as terrorists.

Chapter 5

Conclusions and Recommendations

5.0 Preview

This chapter displays results of the study with references to the research questions and recommendations of the research, concomitant with suggestions for future researches to imply more researches that comprehensive results.

5.1 Conclusion

The main concern of the study has been to shed some light over the distorted images, stereotypical images of Arabs and Muslims in western media and the overgeneralizations which typically characterize western media representation of Muslims. This thesis argued that Muslims and Arabs were stereotypically portrayed in the western media. In doing so, the study relied upon qualitative and quantitative research methods to examine the portrayed stereotypical images of Arabs and Muslims occurred in the western media.

The researcher aimed to employ the quantitative method to uncover the Palestinian students' perceptions of Arab and Muslim stereotypes in the Western media in order to achieve the targeted research objectives. Thus, in which the purpose was not only to answer the research questions, but also to examine if the outcomes of each questionnaire and critical analysis were different. The results revealed the correlation between the critical discourse analysis results and the questionnaire, which indicates Palestinian students' understanding of the Western perspective of Arabs and Muslims and its impact on cultural communication between the West and the East.

Furthermore, the study object to utilize ‘Critical Discourse Analysis’ as a powerful approach to examine media bias against Arabs and Muslim. Analyzing the different Muslim stereotypes in Fox News, Wall Street Journal, BBC, The Guardian and France 24 channel with reference to 8 particular incidents with the intention of examining how Muslims were stereotypically portrayed in the light of Aristotle’s Rhetorical Triangle, Van Dijk’s Social Cognitive Model and Fairclough Approach 1995.

For instance, most of the incidents had a negative angle, and many of these incidents also included derogatory terms such as, “fundamentalist,” “terrorist,” “radical,” “extremist,” “repressing,” “oppressing,” and suicide. The journalist directly applies negative terms in reference to Islam or Muslim this current thesis still proves the western media’s prejudicial attitudes and stereotyping regarding Muslims and Islam. Also, it reveals the effects of writers’ ideology towards the people portrayed, which coincides with the objective of the research.

The study has reached the following conclusions:

1. According to the results of critical discourse analysis and the questionnaire, the stereotypical images and stereotyped attitudes toward Muslims are still alive and flourishing.
2. The western media reinforce the stereotypical image of Arabs and Muslims. The results revealed numerous stereotypes and negative attitudes towards Islam and Muslims.
3. Western media show bias against Arabs and Muslims which is revealed through pointing out the major differences between the presentation of the incidents in both sides. Most news articles certify that the western media are still feeding the readers with a negative perception towards Islam as a whole.

The bias of western media is revealed through the repetition of specific words in the news reports. the power of persuasion displayed through the repetition of words. The lexical choices revealed that Islam and terrorism are viewed as synonymous. Islam is associated with the words "kill," "suicide," and "threat." Muslims are characterized as a violent nation.

4. Western media represent Muslims negatively, terrorism is associated repeatedly with the word Islam and Muslims. The themes dominate the representational discourse of Muslims are the concepts of violence, radical, terrorism and threat. Also, Muslims are seen as a source of threat, they should be feared, the representation of Islam and Muslims indicates to the continued existence of some 'Orientalist' depictions of Islam and Muslims around the world.
5. Western media represent Arabs negatively, Arabs are referred to as: the aggressors - terrorists- barbarian and uncivilized.
6. The lexical and structural choices of critical discourse analysis revealed that Islam and terrorism are viewed as synonymous. Islam is associated with the words "kill," "suicide," and "threat." Muslims are characterized as a violent nation.
7. Positive-self vs. negative-other representation strategy in the media discourse was revealed through critical discourse analysis. News articles sympathize with Western victims and portray the offender as a terrorist and an extremist Islamist. In return, this is not generalized to the Westerner who committed a violent event, nor to the Muslim victims.
8. The results show that there are there are some discursive strategies like generalization are utilized in the critical discourse analysis. In general, the results showed that the idea of terrorism is generalized to all Muslims because of an act that does not belong to the Islamic religion, and these events are exploited in order to stimulate the stereotype that Islam is an extremist religion.

9. The writer's ideology has a significant impact on news stories; if the writer is biased towards a particular group of people, he will be unable to convey the news objectively to the reader.
10. The presidents' and other major political figures' speeches reveal anti-Muslim prejudice. This reflects the fact that Western ideology is a widely accepted and deeply ingrained ideology.

,5.2 Recommendation

5.2.1. Recommendation Related to Result 1

As a result of the negative effect of the western media on the images of Arabs and Muslims, the researcher recommends:

- Create talk shows and websites that portray the true image of Islam and Muslims, Arabs, and the civilization of the East. During these talk shows, well-known Eastern intellectual figures hold effective discussions with Western intellectual figures to refute Western theories about Arabs and Muslims.
- Develop Arab newspapers to be capable of confronting stereotypes by introducing a powerful linguistic argument change the stereotypical perception of Western society about Muslim world. Also, to be capable of convincing the West of the true image of Arabs and Muslims and rejecting western theories about Arabs and Muslims.
- Publish books and conducting research on the influence of Western media on the image of Arabs and Muslims, which enhance individual awareness, and so encourage individuals to oppose stereotypical representations of Arabs and Muslims.

5.2.2 Recommendation Related to result 2

As a result of stereotyped images of Arabs and Muslims portrayed in Western media, the researcher recommends:

- The Arab and Islamic governments should counter stereotypical images through various media and satellite channels, as well as cinematic works.
- Raise social and cultural awareness among students by enriching the curricula about the stereotypical image of Arabs and Muslims in Western media.
- Establish centers for cultural exchange between Arabs and foreigners to help them learn more about cultures that are different from their own through purposeful and organized exchanges.

5.2.3 Recommendation Related to Result 3

In light of the bias of western media against Arabs and Muslims, the researcher recommends:

- Establish Arab and Islamic legal institutions to investigate behind the incidents that Arabs and Muslims have been exposed to in order to defend their rights and identify the aggressors and victims, as well as eliminating the media's ambiguous portrayal of Arabs and Muslims.
- The image of Arabs and Muslims have long been misrepresented by the media due to old, rooted ideologies rooted in the West. Therefore, we must keep up with the development of Western media and create Arab outlets that speak the language of the West and defend the rights of Arabs and Muslims in the West and in the East.
- Western print media must focus on the positive features of the Muslim nation, rather than only on its negative features.
- The Western media must be objective, it must not oversimplify the individual and cultural violent acts of Westerners against Arabs and Muslims.
- The western media must be objective; they must not generalize individual violent acts perpetrated by Muslims to Muslims and Muslim society as a whole.

5.2.4 Recommendation Related to Result 4

The language structure of media discourse is used to convey stereotypical images of Arabs and Muslims.

- Establish a modern, critical, and objective media discourse that invades western media and overcomes the monotony of weak media discourse.
- Applying more research which examines the stereotyped image of Arabs and Muslims in Western media. Since it has a significant impact in highlighting the stereotyped image of Arabs and Muslims in Western media, which helps to counter Western media and raise awareness.
- Promoting talk shows and websites that reflect how language is used in Western media to distort the image of Arabs and Muslims.

5.2.5 Recommendation Related to Result 5

Since the writer's ideologies negatively affect the reader, the researcher recommends:

- Western print media should identify its responsibility of objective and fair reporting of events and incidents regarding Arabs and Muslims.
- Rather than segregating Muslims and Arabs from the rest of society and portraying them as "other". Western media should work to promote integration between Muslim and western culture instead of excluding them.

5.3 Recommendation for Future researches

This research could help pave the way for future studies:

- There has been limitation in this research in terms of the amount of news articles, we need more studies of other violent events to be considered to obtain more comprehensive study outcomes.
- The questionnaire answers were from the perspective of Palestinian university students, we need more comprehensive studies to have a deeper understanding of media attitudes toward Arabs and Muslims.
- Conducting critical discourse scheme to other samples of reports taken from other news mediums for a different period to highlight the stereotypical portrayal of Arabs and Muslims in western media.

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Appendix

The following questionnaire is developed to collect the necessary information for carrying out the Master degree of Maram Ayyad at Arab American University supervised by Dr. Nedal Jayousi. It will partially fulfill the requirements of my master thesis entitled “The Diagnosis of Stereotypes Toward Arabs and Muslims in Western Media”. Your answers will be kept strictly confidential and the given information will be used only for research purposes.

The questionnaire is divided into two parts; the first comprises personal information, and the second includes the items of the questionnaire.

Part I: Personal Information

Please put (X) in the place that suits your case:

1. Gender: a. Male () b. Female ().
2. Age: a. 20-30 () b. 30 -40 () c. 40-50 () d. 50+ ()
3. a. Education Level: b. An advanced diploma
c. A bachelor’s degree d. Master’s degree e. Ph.D. Degree
4. City \Town : a. Jerusalem b. Gaza C. West Bank
5. University: a. Al-Quds University b. Al-Quds open University \West Bank c. Birzeit d. Hebron University. E. Arab American University F. Bethlehem University. G. Palestine Polytechnic University H. Modern University collage I. An-Jah University J. Palestine Technical University \Khadorie K. Gaza university. l. Al-Quds open University \Gaza M. The Islamic university of Gaza N. University of Palestine O. Alaqsa University p. Al Azhar University Q. University College of applied science.

Part II:**The Effect of Western Media on The Image of Arabs and Muslims**

I feel that		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	Western media have played a big role in creating a stereotypical image about Arabs and Muslims					
2	Muslims and Arabs' negative image has been increased after the 11th of September attack					
3	Western media have succeeded in distorting the image of Muslims and Arabs specially who live in the Middle East.					
4	The western media have succeeded in loading Western public opinion against Muslims and Arabs.					
5	The western media spread the culture of skepticism, hatred and rejection of the other toward Muslims and Arabs					
6	The Western media play a negative role in promoting the perceptions of inferiority toward Arabs and Muslims.					
7	Hollywood movies and newspaper are one of the most common western outlets that have greatly contributed in convincing the Westerners of the stereotypical image of Arabs and Muslims					
8	Western media was able to make Arabs and Muslims accept their stereotyped image in Western world.					
9	The misrepresentation of Arabs and Muslims in Western media creates a huge difficulty in integrating Arabs and Muslims into western world.					

The portrayed stereotypical images of Arabs and Muslims in the western media						
		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	Arabs and Muslims have been portrayed as violent and terrorist in Western media which include films, newspaper and books.					
2	Western media portray Arabs and Muslims as barbarians and primitive.					
3	Western media portray Arabs and Muslims' habits and tradition as backward and oppressive					
4	Western media show that Eastern Arabs and Muslims are less civilized than Western Arabs and Muslims.					
5	Arabs and Muslims play a big role in creating their negative image in the Western media					
6	The hatred toward Arabs and Muslims is caused mainly by the negative serotypes of Arabs and Muslims in western media.					
7	There is a chance to change the stereotypical image of Arabs and Muslims in Western media					

Bias in western media toward Arabs and Muslims						
		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	Arabs and Muslims are subjected to discrimination and racism in the Western media.					
2	The portrayals of Muslims in western media are often simplistic, inaccurate and focused on violence					

3	The Western media covers the murders against Muslims in the western world objectively.					
4	When Muslim is involved in a terrorist act, Western media cover it more than incidents committed by non-Muslims.					

الملخص

تهدف هذه الدراسة إلى رسم خريطة للصور النمطية للعرب والمسلمين في وسائل الإعلام الغربية. كما تُسلط الضوء على تشويه الإعلام الغربي لصورة العرب والمسلمين. كما يدرس الباحث كيفية استخدام البنية اللغوية في الخطاب الإعلامي لنقل صور نمطية عن العرب والمسلمين. كما يتناول تحيز الإعلام الغربي تجاه العرب والمسلمين. وقد جُمعت في هذه الدراسة المنهجان الكمي والنوعي للإجابة على أسئلة الدراسة وتحقيق أهدافها المرجوة. وقد تبين أن وسائل الإعلام الغربية تُرسخ صورة نمطية عن العرب والمسلمين. وكشفت النتائج عن وجود صور نمطية ومواقف سلبية تجاه الإسلام والمسلمين. علاوة على ذلك، تُظهر وسائل الإعلام الغربية تحيزًا ضد العرب والمسلمين، وهو ما يتضح من خلال إبراز الاختلافات الرئيسية بين عرض الأحداث من كلا الجانبين.