

The Role of the official media in promoting the values of citizenship

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Abstract:

The study aims to answer the research question: What is the size and content of the media material on Palestine TV, promotes the values of citizenship?. The researcher used the qualitative and quantitative approach within descriptive research to answer the study questions. The researcher adopted the content analysis tool to examine the content of the news material which was published on Palestine TV, through a comprehensive survey of a period of one week from 19/2/2019 to 25/2/2019, which was also published on the official social networking site of Palestine Public broadcasting corporation (www.facebook.com/PalestineTv).

The study has found that the news coverage on Palestine TV enhances the values of citizenship by 84.1%. The results show a high percentage representation for the Palestinian flag, which represents all Palestinians, during the visual news items, the palestinian flag was shown 14.7% of screen time, while it was 2.5% for the kufeyah, 1.4% for the Fateh banner, 5.2% kufeyah and flag together, 2.7% for the presidential motto, while others (several flags) 7.7%, and 59.6% for news images with no symbols. 86.7% of news coverage on Palestine TV is political. The researcher recommends that: Palestine TV has to work through news items to promote other dimensions of citizenship which are necessary for development, such as the economic aspect, to be more specialized and deeper.