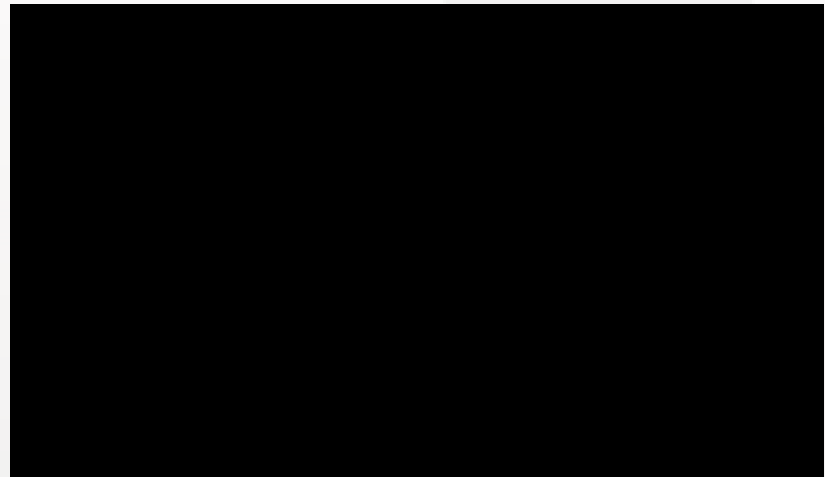


**A Comparative Study of the Media Agenda and the
Use of Sound Bites in Newscasts on Al Jazeera and
Al Arabia Regarding the Political Events in Tunisia
2011**

Your
global
future
begins
here

Maryam Alsherooqi
Masters Mass Communication & Public Relations

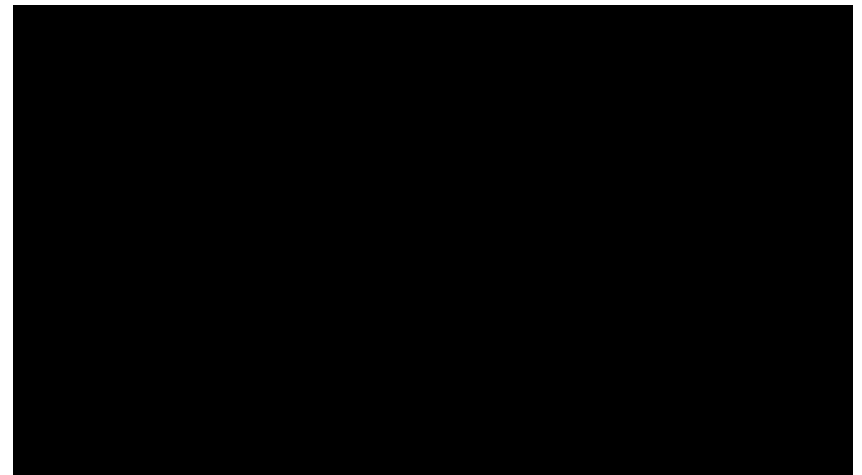
- Since the 1960s the media has used sound bites to effectively push a specific political agenda.
- A perfect example of this was during the Civil Rights unrest and the Vietnam War under American President John F. Kennedy when the American media used sound bites to sway public opinion against Civil Rights but for the war.



Within Arab media news stations Al Jazeera and Al Arabia used sound bites during the war in Iraq and the Arab Spring to lead the public to form opinions in line with the news casters agendas.



العلوج
الأمريكان



Methodological Framework

Aim and Importance of the Study

Aim:

To show how Al Jazeera and Al Arabia employed the use of sound bites to effectively push their own agendas regarding the political events in Tunisia.



Importance:

1. Arab media personnel and researchers who are associated with political issues and politicians will find the use of sound bites relevant for their reports and material.
2. Sound bites, as a research topic, is new in the Arab world.
3. Highlighting the manipulation of public opinion through media bias.

Objectives

1. To identify the tools Al Jazeera and Al Arabia employed to push their agendas when reporting political events in Tunisia 2011.
2. To analyze the sound bites each news caster focused on when reporting on a specific event.
3. To compare the demeanor each news caster presented while reporting on a specific event.



Questions of The Study

Q1: Did Al Jazeera and Al Arabia employ specific tools in order to push an agenda while reporting the news of political events in Tunisia in 2011?

Q2: Did newscasters employ and focus on specific sound bites when reporting the news?

Q3: Did newscasters specific to each station portray a particular demeanor while presenting the news?



Parameters of the Study

Topic: A Comparative Study of the Media Agenda and the Use of Sound Bites in Newscasts on Al Jazeera and Al Arabia Regarding the Political Events in Tunisia 2011.

Place: The political events that took place in Tunisia in 2011.

Time: Al Jazeera and Al Arabia newscasts presented at GMT 18 from 17 December 2010 to January 15 2011.

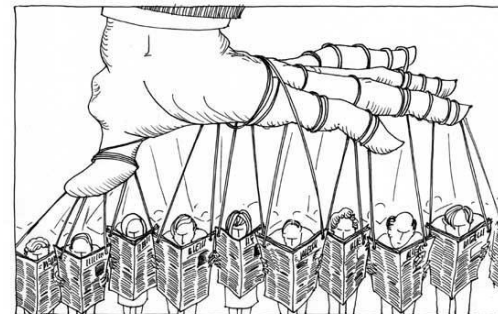


Concepts of the study

- ❑ **Sound bites-** a short extract from a recorded interview or speech, chosen for its succinctness or concision.



- ❑ **Media agenda-** describes the ability of the news media to influence the importance of topics with the public. That is, if a news item is covered frequently and prominently, the audience will regard the issue as more important.



- ❑ **Arabic literature review-** Available material on sound bites in Arabic literature was almost non existent. I found only 4 references that mention sound bites in an off hand manner. This was very telling in that sound bites as a stand alone concept in Arabic research has not been explored.

- ❑ **English literature review-** Available material on sound bites in English literature is far too numerous to mention here. Time constraints meant that I could use only a handful of my researched material. All the material I found focused on sound bites and the media agenda. I limited my paper to 8 sources.

Theoretical Framework

First topic: Media frames theory

Second topic: Sound bites

Third topic: Newscasts

Fourth topic: News channels “Al Jazeera-Al Arabia”

Fifth topic: Political events in Tunisia in 2011

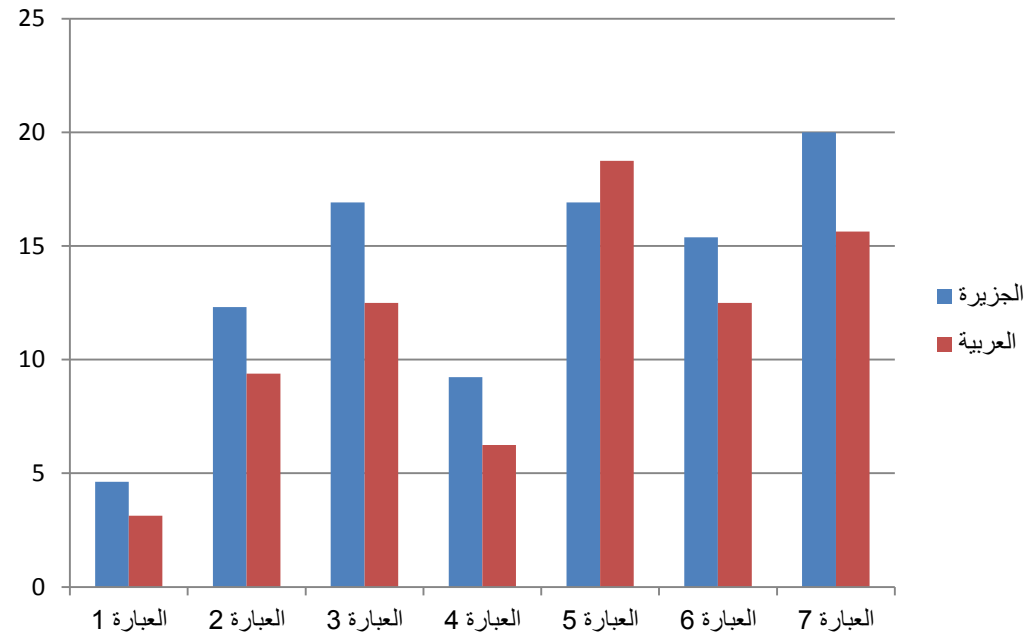


- ❑ **Type of study:** Descriptive study
- ❑ **Method of study:** Survey method
- ❑ **Study sample:** Purposive sampling
- ❑ **Study tools:** Content analysis



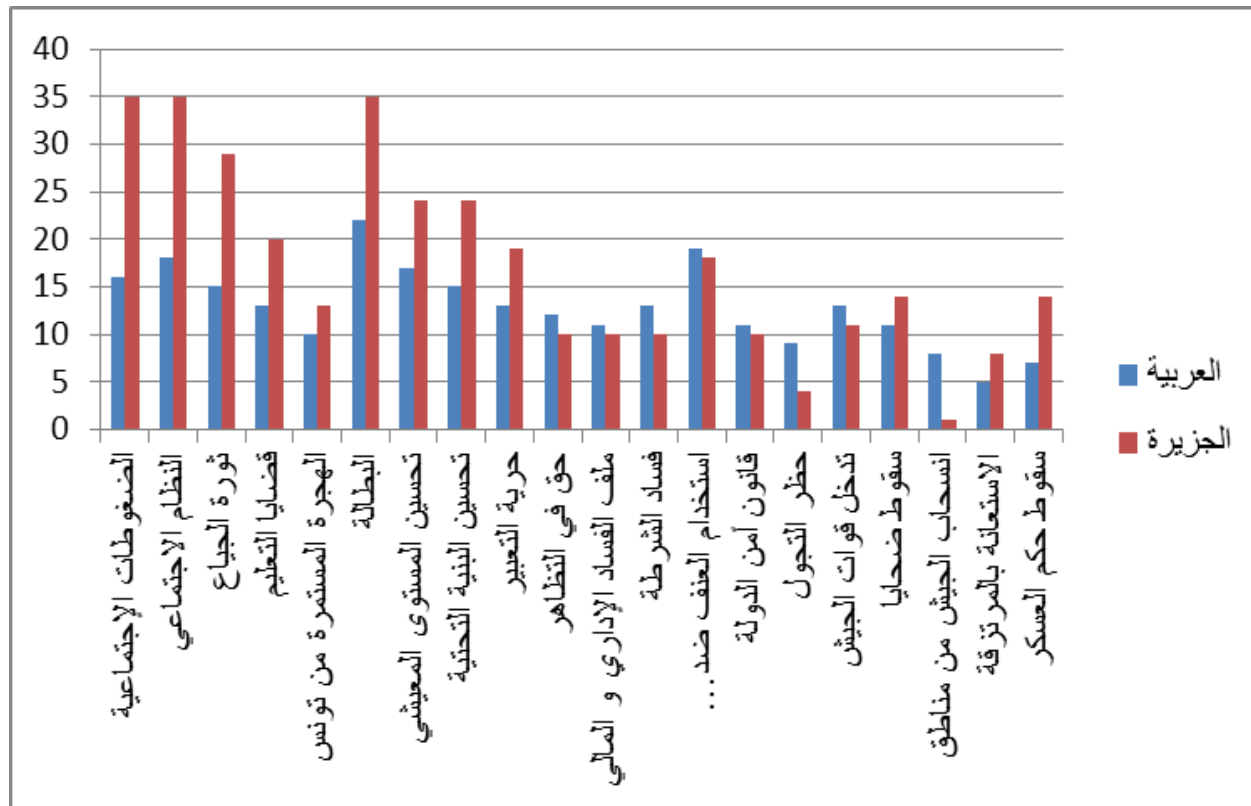
Results of the Content Analysis - 1

Comparison of the number of occurrences a specific phrase was used in sound bites between Al Jazeera and Al Arabia.



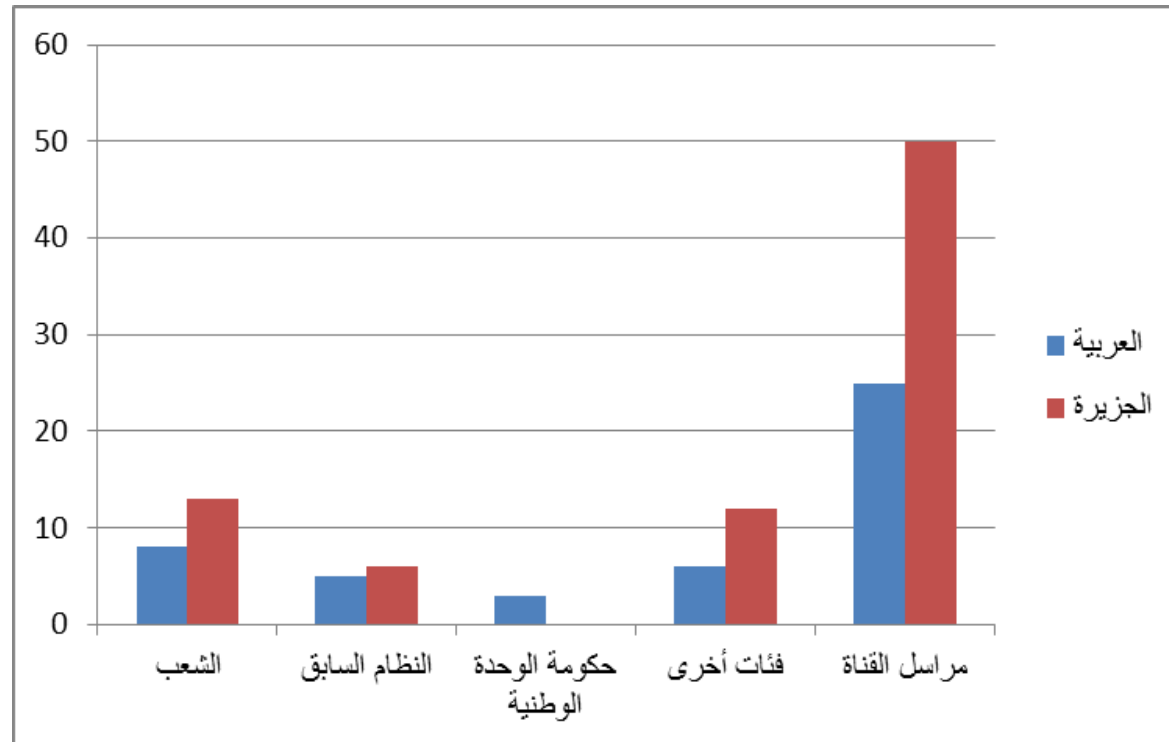
Results of the Content Analysis - 2

A break down of how often specific phrases were used by each news station.



Results of the Content Analysis

A comparison between who is speaking when the sound bite is utilized: newscaster, a government official, a public figure, citizen



1. The **number of sound bites Al Jazeera** employed during newscasts between 17 December 2010 to 15 January 2011 at GMT 18 pertaining to the political event in Tunisia in 2011 was **65** and the average **length** was **50 seconds**; meanwhile, **Al Arabia** employed **32 sound bites** which **averaged 330 seconds**.
2. The two most **repeated** phrases in that time frame was “**Bin Ali leave**” which was repeated 18 times while “**the killing of demonstrators**” was repeated 17 times from 97 clips.
3. Al Jazeera’s use of sound bites exceeded that of Al Arabia overall.

Study Recommendations

1. Increased interests in scientific research and studies in the field of the media's use of sound bites.
2. Specializing in the research and study of social media's use of sound bites among Arabs in line with the West's and Europe.
3. Shedding light on the differences between sound bites and image bites and their impact on public opinion.



*Thank
you* 

