

“The Parameters of the Creditability of Arabic-Speaking Satellite Channels in Their Coverage of American Presidential Elections 2020”

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Abstract

The study dealt with the determinants of the credibility of satellite news channels in the Arabic language in their coverage of the American presidential elections 2020, and with regard to the determinants of the credibility of news channels from the perspective of news values emerged the values of bias, balance, then immediacy, then freedom to address, then depth of coverage, then suspense, then exclusivity The journalistic scoop, followed by respect for individuals' freedom of expression and opinion.

The results of the study showed a low degree of credibility of news channels in their coverage of the US presidential elections 2020, as the criterion of bias emerged in coverage of the US presidential elections 2020, while the criterion of credibility came in coverage when talking about the US elections in a late order.

Keywords— Arab satellite news channels: channels specialized in news affairs that broadcast in the Arabic language and to the Arab region, whether they are purely Arab news channels such as Al-Jazeera Qatar or Saudi Arabia, or channels belonging to countries and non-Arab media institutions but have channels bearing their name and broadcast in the Arabic language in the Arab region, such as the British BBC, Iranian AlAlam, France 24 and Russia today, or channels carrying a partnership such as Sky News between Abu Dhabi Media Investment Company and British Sky.

News Credibility Scale: A metrics that was developed to determine the levels and trends of the credibility of the news channels that were studied. This scale consisted of four main questions, from which (23) were sub-questions about the components of credibility, its trends, and its measurement.

The US presidential election 2020: It is the last elections held in America between the Republican candidate Donald Trump and the Democratic candidate Joseph Biden, which were held on Tuesday, the third of November 2020, the results of which were later announced by the victory of the Democratic candidate Joseph Biden, who assumed the reins of power in the White House starting from the day Wednesday, January 20, 2012

I. INTRODUCTION

Political participation is one of the chief democratic principles that guarantees the involvement of the largest number of citizens in managing public affairs through individual and collective initiatives, and through civil society institutions and parties. It works within the framework of respecting the constitutional and legal rules that regulate political, economic and

social relations, especially in democratic societies. The relationship of politics and Media is now binary, as it is unavoidable to talk about politics without capitalizing on how Media deals with it. The USA is, thus, a must referred to research pattern in democracy studies, especially the race to elect the president of the most militarily and economically influential world power.

Credibility in media work in all its forms is considered an essential component for the success of the communication process. It is, thus, an criteria that distinguishes between one medium and another. It is also a vital component between the sender and the audience/ recipient of the message. Credibility makes the message more persuasive to the recipient. In other words; credibility is a regulating factor between a newspaper and its reader . If a medium is perceived as non-objectives, it, consequently loses its credibility . In most cases, information which is passed on from one person to another, with media as its source, can be more influential in decision making. It affects situations and behaviors. Credibility is, a filtering element that can eliminate the huge amount of information we are faced with every day.

Audience perceptions on the credibility of news channels interfere with their own evaluations and yet, their individual experiences. The more honesty the audience feels in what is presented, would that be news or incidents, the more the credibility they would develop. Same applies to commitment to ethical values and communicator performance and vice versa .

The notion of credibility and its definition usually overlap. It can be simply defined as honesty. It has many synonyms such as fairness, impartiality, easiness, and reliability. Attractiveness of material or its sources and the way they are presented, all contribute to the achievement of credibility .

II. THE RESEARCH CASE:

The study deals with identifying the parameters of credibility of Arab satellite news channels in their coverage of the American presidential election, as seen by Media students in UAE universities. The study has been modeled to measure the credibility certain media channels and their covering of the elections that took place between Republican candidates Donald Trump and Democrat Joseph Biden, which took place during the month of November 2020.

III. REVIEW OF LITERATURE:

The review of literature found out a number of previous studies that tackled the relationship between media, either traditional or digital and The American Elections in general. In the study, co-authored by Iman Mohamed and Maha Mohamed, the relationship between digital newspapers and Egyptian presidential elections was studied. Iman revealed that there is a multiplicity in the goals of dealing with these newspapers in their coverage of the 2018 elections, the first of which was to display reports of the election events, then explain and interpret. These two stages were followed by informing the audience, then calling them to adopt a certain stance. Maha, on the other hand, averred that the prime motif of using electronic newspapers during the 2014 elections was to achieve continuous explanations and news update. Those newspapers, according to Maha, presented something that was lacking in other media resources .

As for the relationship between social media and coverage of the presidential elections, three studies were referred to: Lei Guol (2020), Ola Hassanein (2018), and Ahmad Al-Hilali (2013). Ola Hassanein confirmed that social networking sites were able to develop youth participation in political issues in the first place by 71% . Ahmed Al-Hilali also confirmed that the university youth's tendency towards campaigns for presidential election candidates, which was a result of social media sites, was high, especially with the fact that there were relationships between the theoretical and applied specializations of those youth and the use of social media in acknowledging them with the candidates' programs . As for Lei Guol, he indicated that there is a relationship between the agenda of social media and that of some American media regarding the 2016 American elections. He also indicated that there is an immediate relationship between broadcasting false news through social media websites and media handling of that news .

Through the qualitative analysis of the candidates' tweets on their social media accounts, both Kevin Coe (2020) and Corina

Lacatus (2019) reached the same conclusion: Kevin Coe concluded that Donald Trump's tweets in the first two years of his accession to power, focused in particular on color differences and various marginalized groups. This, according to Kevin Coe (2020), comes in complete contradiction with what Trump proposed in his electoral program Corina Lacatus, similarly, through the analysis of the tweets posted on the official accounts of candidates Hillary Clinton, Bernie Sanders and Donald Trump from January to June 2016, she indicated that Sanders and Trump's campaigns relied on public speech, unlike Hillary Clinton, whose use was limited to popular speech .

As for Rabab Abdel Moneim (2014), she showed that the Internet ,in general, has a role in the cognitive preparation of youth during the 2012 presidential elections in Egypt. She averred that there was an increase in the rate of respondents' follow-up to the electoral campaigns of the 2012 presidential elections, considering it as a period of democratic transition .

Other similar referred to studies dealt with the relationship between traditional media, especially newspapers, and the presidential elections. Francis Amenaghawon (2020) indicated that catchy headlines in Nigeria's Alaroye newspaper were the most popular. This went with the impartiality in presentation adopted by the newspaper. Amani Gamal (2017) in her study on the Egyptian presidential elections emphasized the high percentage of the public's reliance on national and private newspapers as a source of information on political issues. The newspapers taken as examples in this study presented issue of the presidential elections, by following up the electoral process, candidates'' programs with the focus being on electoral awareness. In his 2016 study, Mohamed Awad focused on the methods of advertising for political campaigns of presidential candidates in the 2014 Egyptian elections. The results showed that Al-Masry Al-Youm newspaper came first followed by Al Wafd and Al Ahram . Mohamed Fathi (2015), studied the political marketing of Obama's

campaign in 2008. The marketing content published in American newspapers about Obama concentrated on different phases; Obama as a young man, unifier of America, then the trans-ethnic Obama, and he also confirmed that the campaign's marketing content took an attacking position against the Republican candidate John McCain.

Coming to the relationship between television and presidential elections, Sobhi Faisal (2017) confirmed the failure of Al Jazeera satellite channel in covering the Egyptian presidential elections, which is an indication of the channel losing its popularity and authenticity. Similarly, Amr Ahmed (2016) found out that satellite channels came first on the views list, followed by Facebook. Amr pointed out to the impartiality of Egyptian media resource. To Marwa Mubarak (2016), the reliance on talk shows and direct interviews was evident in presenting the political issues raised in Egypt after the 2012 presidential elections. This, Mubarak thought, played the biggest role in forming political awareness among university students

Other studies traced the effect of multiple media resources at the same time. Alaeddin Bassiouni (2020) referred to political marketing on newspapers and television for the election campaigns of Donald Trump and Hillary Clinton in 2016. He concluded that both campaigns followed same marketing strategy with varying percentages. He recommended that Egyptian parties adopt same marketing strategy which would reflect people's needs . Kevin Reuning (2019) was of the view that the media focusing on a particular candidate has a positive and a long-term impact on the public interest of this candidate and yet on initial elections results . Same view was adopted by Renstad Anders's 2018 study. Anders emphasized the direct relationship between media coverage and attracting the most number of voters. He compared the 2012 American elections, where the traditional media means were highly adopted as to the 2016 ones where both digital and traditional were blendedly used.

Coming to the role played by media and creating mental images of the candidates, Samantha Hernandez (2018) for instance, noted that media stereotypes and ethnic prejudice play an important role in the voters' perception of political candidates. Tyler James (2016) declared that media's documentation of visits paid by candidates contributed to their success. Jeannice LaToya (2016) similarly pointed out The more diverse images covered by the newspapers during the election period, the stronger the impact on the effectiveness and success of the electoral program. Same view was shared by Doaa Mohamed (2016). She presidential nominee elections recorded a high rate of effectiveness and efficiency compared to the other candidates. This can be This can be referred of the nature of the Egyptian voter who reckons on the mental image of the nominee rather that created and broadcasted by Media. Safaa Abed Al Maqsood (2016) refereed to the strong relationship created about the image of the president in movies and Egyptian as well as American audiences' perceptions towards elections.

Adel Muhammad (2018)'s study highlighted the necessity of legislative measures to control electoral propaganda in text and application. He confirmed the need for the legislator to work on a legislation that regulates presidential and parliamentary elections, including the media and respecting electoral propaganda controls.

IV. THEORETICAL FRAMEWORK:

The study was based on the model of credibility of the media, which is a multi-pillar one that measures the credibility of the media in general or/and the degree of such credibility towards a particular issue. Various measures have been referred to in order to select the best model for the current study. The base model built upon was that of Mertz & Lemert Berlo (1980) It stated that three factors to the credibility of the source are namely: safety , qualification, and dynamism.

Nozato Yoshiko (2002) also designed a 14-factor scale to measure the credibility of electronic newspapers. They are namely: Expertness , Reputation, Expertness,

Timeliness, Trustworthiness, Completeness, Fairness, Accuracy, Trustworthiness Editorial frameworks, Depth, Objectivity, Dynamism, No level of bias, and interactivity.

Ceilie Gaziano (2000) provided a measure of the elements of the credibility of the press and showed that it was in: balance in the presentation of opinion as well as counter opinions during the comprehensive press coverage. Accuracy of the review of the press article prior to publication and clarity of ideas and points of view. Honest attribution of speech to its source, as well as its Trustworthiness are other elements referred to by Gaziano. He mentioned other factors such as attempt to strip people and events, not to work for a particular party, not to adopt the point of view of that party, and not to ignore or ignore other views, and not to hide or ignore any information about the reader, honesty and justice in the transmission of news to people, the versatility of sources, the consideration of the journalist to his conscience, and the presentation of the truth and its assertion by showing the truth, and the readers trust in the honesty of what the press says. The above are only attained thorough freedom as readers' trust is truly difficult to attain even for national newspapers.

In Arabic Studies, Mohamed Sayed Mohamed sees that credibility can be measured through:

- 1) The credibility of the contact: Includes not rushing into publishing the truth, working for the truth and not for the government or the newspaper, publishing the facts in a direct manner and not by reference or insinuation, taking into account the knowledge and traditions, not to prejudice the personal life of others or to spread scandals, and staying away from false news and fabricated retribution even if they are in agreement for the purposes of the editor and state policies.
- 2) The credibility of the content: includes the clarity of the message even in times of danger, easiness and convenience in dealing with facts, dissemination of facts in all its

political dimensions, and accuracy in dealing with the news.

- 3) The credibility of the medium: includes the newspaper's reliance on a reliable writers, and the expression of the concerns and needs of readers.

Azza Abdul Aziz identified the indicators that make up the concept of credibility as the following:

- Addressing issues that express public interests 'concerns of the public'.
- Familiarity with all elements of the 'inclusive' subject.
- The plurality of each of the elements of the 'multidimensional' theme.
- Presentation of views and counter views.
- Balance in displaying dimensions and elements of the subject as well as balance in view of views
- Enlightenment' respecting readers' minds.
- Objectivity and impartiality of personal whims.
- Clarity in ideas, trends and methods of presentation.
- Openness and courage in expressing opinions.
- Consistency in positions and opinions.
- Accuracy in establishing sources, dates, names, numbers and statistics.
- Trustiness of the newspaper and its sources

Khudhair Abbas Al-Musawi and Hamdan Khader Salem Hamad (2016) developed the building model of credibility to measure credibility in the media, in four consecutive levels as follows:

1. Level 1: The credibility of media sources.
2. The second level is to measure the credibility of the media in light of the credibility components associated with the elements of the communication process.
3. Level 3: It is about the distinction and trade-off between the media by comparing traditional and modern means in terms of public confidence in each of these media.
4. Level 4: This level includes measuring public awareness of the credibility of the

media in its news coverage of high-profile events, issues and crises.

Siham Nassar (2003) pointed out that the elements of credibility reduce the credibility of the news, especially that the media in general, headed by news or modernity or objectivity, accuracy, completeness and balance and avoiding excitement and attention to the interests of the public and efficiency and non-bias and current, and that the measures of the credibility of the press are linked to the geography of the news local, national, international.

Accordingly, the researchers of this paper designed a model to measure the parameters of the credibility of satellite news channels in Arabic in their coverage of the 2020 U.S. presidential elections, this measure included four main questions, from which (23) sub-questions were branched within each question, and these four questions that we measure this model are:

First: A key question about the degree of credibility of Arab news channels in general.

Second: A key question about the commitment of the seven Arab news channels (Saudi Arabia, Qatar Island, Sky News Arab Emirates, BBC Arabic, French France 24, Russia Today, The Iranian World) .

Third: A key question about the neutrality of these channels in their coverage of the 2020 US presidential election, .

Fourth: A key question about the final impressions after the election about the credibility and credibility of each of the seven news channels, and the branch of five questions about the credibility of each channel individually (credible, somewhat credible, not credible, not credible at all.

V. THE METHODOLOGICAL PROCEDURES OF THE STUDY:

The objectives of the study:

The general goal that this study seeks is to show the degrees and limitations of the credibility of Arab news channels in their coverage of the 2020 U.S. presidential elections, from the

perspective of media students in UAE universities, and from this main goal a set of sub-objectives are:

- Find out the reasons for the follow-up to the 2020 US presidential election, which distinguished this election from its predecessors from the US presidential elections?
 - The most arab news channels have followed and were interested in conveying the details of the 2020 US presidential elections.
 - Highlighting the credibility levels of Arab news channels in accordance with the measure of the credibility of the media.
 - Measuring the relative differences between the members of the sample in the light of variables (gender, nationality, marital status and nature of work), and arranging these channels on the list of criteria for the credibility of the method designed to measure the degrees of credibility.
- The study tried to answer the following questions:

1. Why are media students following the 2020 U.S. elections?
2. What distinguishes this 2020 US presidential election from its predecessors from the US presidential election?
3. What are the most follow-up Arabic-language news channels during the 2020 U.S. presidential election?
4. What is the most information and knowledge that these Arab news channels have added to you while following this election?
5. How credible is each Arab news channel in its coverage of the 2020 U.S. elections?
6. Why are these Arab news channels credible from the perspective of the sample members?
7. What is the order of these channels on the scale of the credibility of the method that is designed to measure the degrees of credibility?
8. What is the order of these channels on the list of standards of credibility of the method that is designed to measure the degrees of credibility?

Type of study:

This study belongs to descriptive studies that seek to identify the elements and determinants of the credibility of Arab news channels during their coverage of the 2020 U.S. presidential elections, in addition to the use and testing of the components of the media credibility model, which sets out a set of determinants on which the degree and direction of the credibility of the medium can be measured, and in the end we reach a final model in which these Arab satellite channels are based in terms of credibility, degrees and ideological orientations.

Methodology of the study:

This study was based on the use of the media survey method, which is one of the most important approaches suitable for the purposes of the study, and the descriptive method was used to answer the questions of the study, to know the determinants of the credibility of Arab news channels and the position of each news channel on the standards of the credibility of the media from the perspective of media students in UAE universities.

Sample study:

This field study was conducted on a purposive sample, This sample was selected according to the sample model, and the sample reached (212) media students in UAE universities male and female, citizens and residents, from the universities of Fujairah, Sharjah, The American University of Dubai, Al Dar University and Al Falah University.

Data collection tools:

A survey form was based on a number of key questions and metrics covering the objectives and dimensions of the study and included two main themes:

First: personal information in terms of gender, nationality, age, marital status, and workplace.

Second: The measure of credibility, which was designed to show the determinants of the credibility of Arab news channels in their handling of the 2020 U.S. presidential elections.

Study Variables:

–Independent Variable: Using Arab news channels to follow the 2020 U.S. elections.

–The affiliate variable: the degree of credibility of these Arab news channels.

–Intermediate variable: demographic variables (gender and nationality, marital status and nature of work).

VI. RESULTS:

This section describes the methodologies used to collect data for the study. It encompasses a description of study design, the instrument used to collect data, procedures employed to implement the research, how collected data was analyzed, and the ethical considerations followed in this research.

A design implemented in this study was the cross sectional survey design. This survey design describes the opinions and attitudes of the Universities students regarding the determinants of the credibility of the Arab satellite news channels in their coverage of the 2020 US presidential elections

The instrument was a survey developed by a panel of experts including demographic data about gender, nationality, age, Social status and nature of Workplace.

A five point Likert scale used ranges from a score of 5 to a score 1 that refers to participants' responses. Each of the statements is followed by five numbers (1, 2, 3, 4, and 5). Each number means the following: Strongly agree or (1), agree (2), Neutral (3), Disagree (4) and Strongly Disagree (5) in some groups. In others;

(1) Very important, (2) important,(3) to certain extent,(4) Not important, (5) Very Not important.

Convince sampling was employed since the survey was sent by email to all media students and their instructors at (Al Fujairah, Aldar, Sharjah, American in Dubai Universities in Nov 2020. 10, copies were received. The data were coded and changed into numbers. Reliability Alpha was measured as well as the mean scores and standard deviation. Additionally, participation was voluntarily done and all the data were used for the research, no any personal data would be revealed to public.

The construct and content validation of the survey was done by experts including for professors in the field of media and public relationships. They provided some comments and suggestions that helped in improving the survey and added some comments about the aim and instruction as well as simplifying some items to make them readable. They deleted some repeated items, they advised to make the survey in Arabic to avoid language barrier.

Creswell (2012) clarified that internal consistency of scores from measuring variables stand at the degree of the reliability of participants' responses to judge their answers' consistency.

To ensure the reliability of the results, Cronbach's Alpha coefficient should be between 0 to 1 and 0 to -.5.

Table (1) : Reliability Coefficients for Survey of The determinants of the credibility of the Arab satellite news channels in their coverage of the 2020 US presidential elections.

Variable	Cronbach's Alpha	No.
To what extent did Arab satellite channels contribute to increasing the degree of information and knowledge about the US presidential elections 2020.	90.	6
The degree of reliability of the credibility scale of Arab news channels, (which was designed) to measure and apply to coverage of Arab news channels in their coverage of the US presidential elections 2020	94.	8
The degrees of credibility of each of the Arab news channels in its coverage of the American elections 2020 (according to the credibility scale which was designed) .	.93	8

To which candidate were the Arab news channels tending to cover the 2020 US elections.	79.	7
In general, the Arab news channels were biased in coverage of the 2020 US elections.	.75	7
Whole Survey Items	.212	37

As shown in Table 1, the five categories and the whole items are reported to be high reliable between work natures (94) and the lowest is (75), and the general average of all is (86.2), in

terms of internal consistency since Alpha scores are above (80).

Table (2) Demographic Data

This part will describe the demographic data including gender, nationality, Social status, Age and work nature of Participants

Gender	Frequency	Percentage
Female	98	45.5%
Male	116	54.5%
Total	212	100%
Nationality	Frequency	Percentage
Emirati.	153	72.2%
Resident.	59	27.8%
Total	212	100%
Social status	Frequency	Percentage
Single.	77	36.3%
Married.	128	60.4%
Others.	7	3.3%
Total	212	100%
Age	Frequency	Percentage
20-30 year	134	63.2%
30-40.	54	25.4%
More 40.	24	11.3%
Total	212	100%
work nature	Frequency	Percentage
does not work.	42	19.8%
governmental work.	90	42.5%
Private sector.	76	35.8%
Total	212	100%

As shown in Table 2, about the gender, more than 54% of the participants were males and nearly the rest of participants were female 45.5%.

And about the nationality it shown most participants were Emirati (n= 153) and the residents were a round one fourth (n=59).

And about Social status of Participants most participants were married (n= 128) , and the single Participants (n= 77) ,and only seven of them others (not single & not married) may be divorced or widower .

And about the Age Range of Participants , most participants in the age (20-30 years old)

(n= 134) , and the second on the age (30-40) (n= 54) ,and only (n= 24) These elderly people may have obtained high school long ago and then decided to complete their university studies in order to improve income and social status.

And About Workplace of Participants more of them work in governmental work (n= 90) most of them are Local People Emirati. ,and then whom work in Private sector, and they are mixed from Local Emirati and Resident. , (n= 76), and who does not work (n= 42) and most of them are Resident.

Table (3): Reasons for following the 2020 US Presidential elections. (The sample is allowed to choose more than one alternative)

Variable	Frequency	Percentage
• An Elections to choose the president of the most powerful country in the world.	.55	20.9%
• The strong political and strategic relations between the United States of America and the Arab world.	.50	19.6%
• The political and military effects of these elections on the situation in the whole world and the Middle East region.	.123	47%
• The strongest democracy in the world and the historical political competition between the Republican and Democratic parties.	.12	4.3%
• American propaganda that accompanies these elections before, during and after the elections.	.22	8.3%
• Total items	262	100%

The results of table (3) indicate the multiplicity of reasons for university youth to follow the American presidential elections 2020 and came in first order for the political and military effects of these elections on the situation in the whole world and the Middle East region by (47%), and then because they are elections to choose the president of the most powerful country in the world. (20.9%), then to the strong political and strategic relations between the United States of America and the Arab world (19.6%), due to the American propaganda that accompanies these elections

before, during and after the elections by (8.3%), and finally because these elections represent the summit of democracy in the world and for historical political competition Between the two parties, the Republican Party and the Democratic Party (4.3%), these results are consistent with many studies that dealt with US-Arab relations and the countries of the Middle East region, such as the study of Fawaz Al-Qahtani (2018) on the continuity and change in US policy towards the Arab Gulf region, and the nature of the transformation that occurred in foreign policy The American administration

towards the Arab Gulf region between Bush and Obama on issues such as democracy and human rights, the war on terror, and the current nuclear program Rani, and the study concluded that American politics witnessed some kind of change between the period of George W. Bush and Barack Obama, but the same principles, foundations and strategic relations that govern relations between the United States of America and the Gulf states continued, also with Mustafa Alamuddin (2017) study on politics. America towards Egypt during the Obama administration January 2009 - January 2017, the study showed that Egypt and the United States of America are linked by close ties and common interests, and

both countries are aware of the strategic importance of the other, America realizes Egypt's pivotal role in achieving security and stability in the Middle East region, on top of that The Egyptian-Israeli Peace Agreement, which helps preserve American interests in the region, and in return Egypt realizes the strategic importance of the United States as a superpower whose interests are intertwined in the region and possesses the capabilities that enable it to play the main role in many of the region's crises. It is a strategic dimension and that following up on what is staring in both countries has an impact on the other country).

Table (4): *What distinguished the American elections 2020 from others US presidential elections? (The sample is allowed to choose more than one alternative)*

Variable	Frequency	Percentage
<ul style="list-style-type: none"> • These elections took place in an exceptional year 2020, the whole world is suffering, including America, from the outbreak of the Covid (19). 	.112	35.2%
<ul style="list-style-type: none"> • For the first time, elections will be held via regular mail and e-mail, early elections and direct elections. 	.58	18.2%
<ul style="list-style-type: none"> • The division in all countries of the world between the desire to win the Republican Ronald Trump candidates or the Democrat Joe Biden. 	.41	12.8%
<ul style="list-style-type: none"> • The events inside America itself that preceded the elections, including President Trump's infection with the Covid 19, and racist incidents against blacks in America. 	.63	19.8%
<ul style="list-style-type: none"> • The events that took place in many countries of the world and that preceded the elections in America, including political, racial, religious and military conflicts. 	.44	13.8%
<ul style="list-style-type: none"> • Total items 	318	100%

The results of table (4) indicate the multiplicity of reasons that the respondents saw the difference between these US presidential elections (2020) from other previous US presidential elections, and came in first order because these elections were held in an exceptional year (2020) and the whole world is suffering, including America from The Coronavirus outbreak (19), and in the last order

for these reasons due to the division in all countries of the world between the desire to win the Republican candidates Ronald Trump or the Democrat Joe Biden, and these results indicate the importance of following up on US affairs in general and political affairs in particular when we talk about the authorities that The US President enjoys it, especially for the Arab region because of the political relations between

the United States and the countries of the Arab world, and it is a result consistent with many scientific studies such as the study of Ghada Ahmed Abdel Hadi (2020), which showed that Saudi Arabia, for example, is linked with the United States of America in close cooperation in the fields Economic, military and security

forces, and that these realistic determinants of their common interests and mutual benefit are a major reason for the cohesion of the Saudi-American alliance. It also explains the coalition's flexibility in the face of the crises and challenges it is going through .

Table (5) : *The most information you got about the 2020 US elections from these news channels? (You can choose more than one alternative).*

Variable	Frequency	Percentage
I got to know the US presidential election system in detail.	.113	35.9%
I learned about the term Electoral College, in terms of number and distribution among the states.	.61	19.2%
I learned about the term states with blue walls and states with red walls, the term swing states, and the term US waterfall states.	.41	13.5 %
I Learned about the methods of selecting members of the US Congress, both parts of the House of Representatives and the Senate.	.53	16.8%
From it, I learned about the mechanisms of the Supreme Court and the US federal courts.	.46	14.6%
Total items	314	100%

The results of Table (5) indicate the multiplicity of information obtained by the sample from its follow-up to these elections, I got acquainted with the American presidential electoral system in detail, then learned from it the term electoral college, in terms of number and distribution to states, then learned from it the mechanisms of action The Supreme Court and the US Federal Courts and finally I got acquainted with the term blue-walled states, states with red walls, swing states, and waterfalls states, and all of these results ultimately lead to the identification of the American presidential electoral system, which clarifies the mechanisms for choosing the president of the republic in the United States of America, his specialties and tasks, which are The result is consistent with the study of Muhammad Abd al-Sadiq Yunus (2013) about the competence of the American president, which showed that the United States of

America is the first country in the modern era to adopt a republican presidential system, and the Americans thought when they drafted the constitution that the main frameworks for the new constitution must be defined, and the most important of those conservative frameworks The main articles that came in the Declaration of Independence document such as the legitimate rights of the population, concern about showing the American nation The lack of strong central government, focus on democratic principles and the establishment of authority based on constitutional systems, and work to provide the appropriate atmosphere for the continuation of the existing union between the United States of America, and work to provide freedom and internal sovereignty for each state of the United States of America, and that Congress has strong power, and that The President of the United States has broad powers.

Table (6): *The most important Arab news channels on which the study sample relied in following the 2020 US presidential elections? (Participants can choose more than one alternative)*

Alternative	Frequency	Percentage
• Al Arabiya Channel (KSA)	143	45.4.2%
• Al-Jazeera Channel (Qatar).	14	4.3%
• Sky News Channel (UAE).	76	23.6%
• BBC Channel (British)	70	21.7%
• France 24 Channel (France).	6	1.8%
• Russia Today (Russia)	5	1.5%
• AL Alam channel (Iran)	8	2.4%
• Total	322	100%

The results table (6) indicate the most preferred satellite channels on the part of the study sample in its follow-up to the US presidential elections 2020, where the first came Saudi Arabia, then Sky News Arabia, which broadcasts from the UAE, then BBC British in Arabic. Then, the Qatari Al-Jazeera channel, then the Iranian Al-Alam channel, then the French France 24 channel, and finally the Russia Today channel, and this result is consistent with many studies that indicated that Al-Arabiya channel issued the priorities for following the Arab public, such as the study, Marwa Ghali (2018), which showed that These channels: Al-Arabiya, Al-Jazeera, Russia Today, the British BBC, and the role of these channels in shaping the image of Egyptian society and its relationship to the perception of it by young people , while they differed with the study of Abeer Sharaf al-Din (2018), which showed that the most channels covered the events of the revolution On June 30 in Egypt, it was the Nile News Channel, then the Qatari Al-

Jazeera Channel, and finally the Al-Arabiya Channel.

This table indicated that Al-Jazeera news channel retreated to the fourth rank in the list of preferred channels among the sample members, a result consistent with the study of Muhammad Mansour Abu Sunna (2018), which showed that the most important television news sites that the respondents are keen to browse came first in the Nile for news, secondly to BB Third, Al-Arabiya, a quarter of Al-Jazeera, Fifthly Al-Mustaqbal, Sixth Saudi Arabia Seventh Complementary, Eighth Russia Today, Ninth Al-Hurra America, Tenth Al-Hurra , which indicates the lack of influence and credibility of Al-Jazeera as it is always called and is a result consistent with the study of Faisal Salim (2017) showed that the coverage of the Al-Jazeera satellite channel had no effect on the course of the Egyptian presidential elections 2014 and its tracks, which means the channel's failure in its media coverage, and its loss of the high confidence it enjoyed in the past, which led to

its failure to achieve its internal and external goals and agendas

Table (7): *The Reasons for your favorite Arab news channels, in the follow-up to the US presidential elections 2020? (You can choose more than one alternative)*

Variable	Frequency	Percentage
Live coverage and broadcasting 24 hours a day.	.157	48.6%
The presence of correspondents for the news channel in most of the American states.	.36	11.4%
Set up live mobile studios from several US states..	.18	5.5%
The presence of a covered staff of reporters, program presenters and directors with the highest degree of professionalism at work.	.31	9.5%
A high degree of professionalism in the simultaneous and live interpretation of events and meetings.	.81	25.6%
Total items	323	100%

The results of Table (7) indicate the multiplicity of reasons for the preference of these Arab news channels in following the news of the American elections, as the first reason came from 24-hour live coverage and broadcasting, and then because of a high degree of professionalism in the simultaneous translation of events and meetings and on the air, and The work of live mobile studios from many US states, which indicates a high degree of interest in news channels with the presidential elections, a result consistent with many studies that clarified the multiplicity of reasons for the public to turn to news channels

to obtain information on all issues such as the study of Sarah Muhammad (2016) on the newspaper and television's treatment of political violence in Egypt on the Egyptian CBC channel and the Qatari Al-Jazeera channel, the study showed that the state of anxiety that afflicts the Egyptian society in general and adolescents, especially after the events of June 30, which led to a state of political instability, and then turned towards Talk programs on satellite channels and electronic newspapers to obtain information that may help him to understand what is happening and to know what things can reach, in the hope of reducing the state of Stork.)

Table (8): *Why do you think your channel is more reliable than other Arab news channels in covering the 2020 US presidential elections? (You can choose more than one alternative).*

Variable	Frequency	Percentage
It did not favor one candidate over another candidate in the coverage process.	.158	54.5%
Professionalism in the work of individuals and crews and mastery of many languages other than Arabic.	.49	16.4%

It hosted personalities from both parties, equally Republican and.	.22	7.5%
Its correspondents were present at the polling and counting centers and among the supporters of the Republican and Democratic presidents.	.42	14.4%
It hosted experts in international law and prominent political figures from America and most of the world.	.20	6.8.7%
Total items	291	100%

The results of Table (8) indicate the multiplicity of reasons for the credibility of news channels from the perspective of the sample members in following these channels for the American presidential elections 2020, and in the forefront of which was that they did not favor a candidate at the expense of another candidate in the coverage process, then professionalism in the work of all members and crews and mastery From many languages other than Arabic, then correspondents were present in most states and in the polling stations, and they agree with many studies that dealt with the reliability of the news channels in their handling of various issues, such as the study of Sabri Abbas (2020), which showed that the

most important The ethical standards that are present in the talk shows are commitment to objectivity in raising different issues, then balance in presenting different opinions, giving equal opportunities to guests to express their views, hosting program guests specialists and experts with fair distribution of roles among the program's guests , and agree with the study of Ayman Rawi (2020 Which showed that the criteria for adherence to professional ethics for the media are credibility in presenting issues, neutrality in dealing with different opinions, and taking into account the values and ethics of the magazine Community, give equal opportunities to guests

Table (9) : A weight for each channel on each of the media's credibility criteria, According to News Values.

Variable	N	Mean	SD
Expose different viewpoints on the issue (balance).	212	1.37	1.66
Interested in pursuing the news that it won (immediate)	212	1.44	1.62
Enjoy a large margin of freedom of expression (freedom of expression).	212	1.54	1.67
Provides interpretive coverage of events (depth of coverage).	212	1.47	1.70
The news article is presented with a high degree of suspense.	212	1.56	1.74
It seeks to achieve exclusivity, distinction and journalistic precedence.	212	1.51	1.68
Adopting the value of respecting individuals 'freedom of expression and opinion.	212	1.61	1.78
It is confident and honest in reporting the new.	212	1.47	1.65

Take into account the observance of individuals and community norms and traditions.

Whole category Average. 212 1.48 1.64

The results of table (9) indicate that the multiplicity of criteria related to news values on the basis of which the degree of credibility of Arab news channels was measured during their coverage of the American presidential elections, as the degrees of these measures ranged between adopting the value of respecting individuals' freedom of expression and opinion (1.61) separately. At the most, and at the minimum, it is characterized by confidence and honesty in its reporting of news (1.37), and ranged between them values that present different views on the issue (balance), are interested in pursuing news and win their occurrence (immediate). For events (depth of coverage), the news material presents a high degree of suspense, the pursuit of uniqueness and journalistic precedence, then the value of respecting individuals' freedom of expression and opinion, results that are consistent with

many studies that dealt with the values of publishing news in Arab and foreign news channels, such as the study of Dina Youns (2020), which showed that the largest proportion of the study sample adopted the "high" perception of the credibility of the websites of satellite news channels by applying it to the channels (BBC Arabic - CNN Arabic - Al Arabiya Net) In knowledge of political news , and in agreement with Stephen Cushion (2017) study on the value of integrity and objectivity in television news during the 2015 British general elections, it showed that neutrality and integrity are one of the values of editorial merit, and that news values are not politically neutral but rather a rubbery concept, and that neutrality and objectivity are imaginations. Practical to be applied in specific systems according to the owners of the media .

Table (10) the degree of credibility of Arab news According to the standards of ethical and professional values.

Variable	N	Mean	SD
Arab news channels reflected the political trends of their countries while covering the 2020 US elections.	212	2.45	1.10
Arab news channels reflected their editorial trends and policies while covering the 2020 US elections.	212	2.69	1.07
The Arab news channels were credible in the sources they relied on to cover the 2020 US elections.	212	2.33	.684
The Arab news channels were characterized by bias in the sources they relied on to cover the 2020 US elections.	212	2.70	.988
The Arab news channels were credible when they talked about the Republican party and candidate Donald Trump, or about the Democratic Party and candidate Joe Biden, while covering the US elections 2020	212	2.21	.653
The Arab news channels were biased in talking about the Republican Party and candidate Donald Trump, or about the Democratic Party and its candidate, Joe Biden, while covering the US elections 2020	212	2.80	.982
In general, the Arab news channels were credible in covering the 2020 US elections.	212	2.20	.982

In general, the Arab news channels were biased in coverage of the 2020 US elections

212 2.71 .103

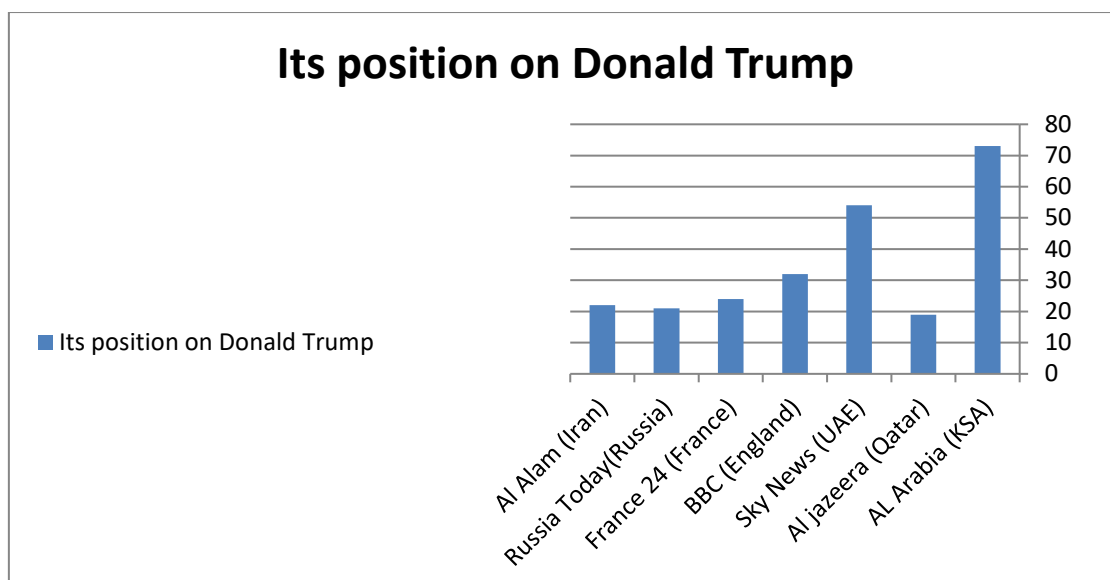
Whole category Average

212 2.50 .932

Table (10) shows the degree of credibility of news channels according to professional practice in their coverage of the US presidential elections 2020, as the study showed the multiplicity of professional standards on which these channels relied, and in the first order came the criterion of bias in coverage when talking about the Republican Party and the candidate Donald Trump, or about the Democratic Party and its candidate, Joe Biden, while covering the US elections 2020, and in the last arrangement the criterion of credibility came in the coverage when talking about the Republican Party and candidate Donald Trump, or about the Democratic Party and candidate Joe Biden, while covering the US elections 2020, and between them there were many professional criteria such as bias in The sources that I relied on in covering the American elections 2020, then the criterion of the influence of the channels' orientations and their editorial policy during the coverage of the American elections 2020, then the effect of the political orientations of the countries of these channels during the coverage of the American elections 2020, and then the impartiality and credibility of the sources that I relied on in covering the American elections 2020, which confirms the influence of the political and ideological affiliations of Al-Wasil The media

and its effects on news coverage in general, which is a result consistent with many studies that have shown the difference between the channels in the degrees of their commitment to professional and ethical standards in reporting, such as the study of Sally Nassar (2017), which showed that the most prominent criteria for credibility related to the news page that should be present is In the clarity of the identity of the person responsible for the source of the information, it provides information that identifies the person responsible for the source of the information, and that the most important criteria of credibility related to the content of the news and its accuracy are the clarity of the type of news and the clarity of the purpose of the news, and that the most reliable criteria for the content of the news is the objectivity and impartiality of the event, and the novelty of the news, It also agrees with the study of Amr Abdel Hamid (2016), which showed the dimensions of credibility associated with the professional values that must be met in reporting, which are: consideration of accuracy, the extent to which media content is based on news sources, comprehensiveness and completeness, balance, interaction with the audience, promptness and updating, depth Media coverage, and adherence to ethical and professional standards.

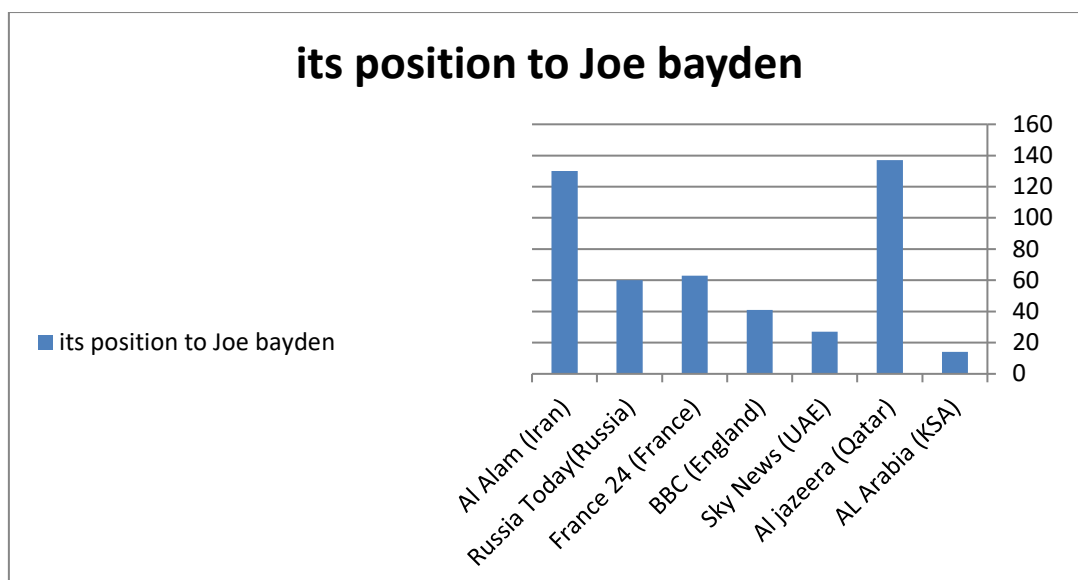
Chart (1) The position and direction of the Arab news channels towards the Republican presidential candidate Donald Trump.



The results of chart (1) indicate the multiplicity of degrees of affiliation with the Arab news channels and their positions towards the Republican candidate Donald Trump, as it is evident that the degrees of support for Saudi Arabia channels (73), Sky News UAE (54), then British BBC (32) are evident. The support of Al-Jazeera channels declined to the last rank (19), Russia today (22) and the Iranian world (21). This can be explained by the strong and distinguished relations between the ruling regime in Saudi Arabia, the UAE and Britain with the United States of America under the rule of President Donald Trump, in contrast to the political relations between the states. The United States and each of Iran, Qatar and Russia, which was characterized by monotony with Qatar, outright hostility with Iran, or inexpressive hostility with Russia, which was reflected in the position of these channels towards him as a possible candidate for

2020/2024, and this result also indicates the impact of the political and ideological affiliation of the state on the media. And its impact on what is published and what is not published, and in the political direction of the media outlet, a result consistent with the study of Muhammad al-Daly (2012) on news treatment of Middle East issues in the American Al-Hurra and France 24 channel. Directed in the Arabic language, which showed the interest of the two channels in political issues related to the Arab-Israeli conflict and the predominance of the conflict framework over the media coverage of it. It also applied to dealing with terrorist incidents, legislative elections in Iraq, sectarian incidents and opposition parties in Egypt, the Houthi war, and the Southern Movement demonstrations in Yemen. The media and its influence on it in its news choices and framing angles

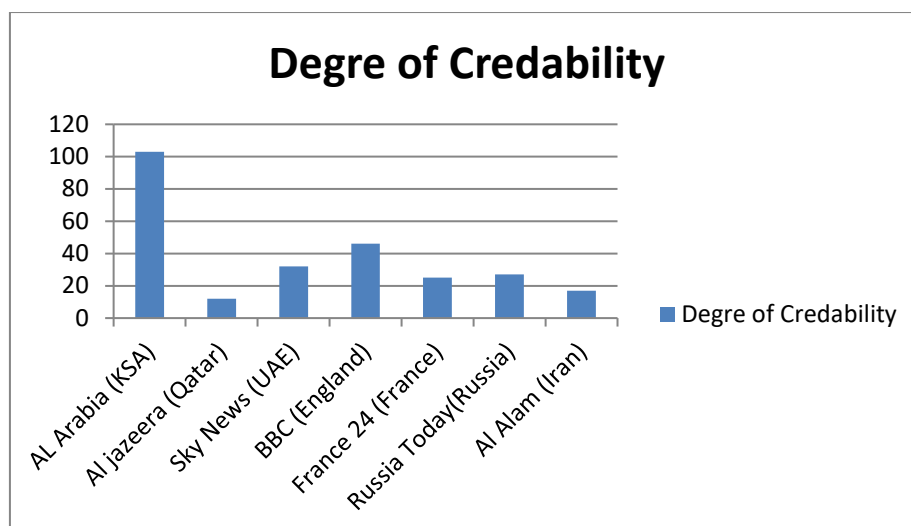
chart (2) The attitude and direction of the Arab news channels towards the Democratic nominee Joseph Biden.



The previous chart (2) indicates the various degrees of affiliation of Arab news channels and their positions towards the democratic candidate Joseph Biden, where the order of the channels that favored him and aligned himself with him came in the first order, the Qatari Al-Jazeera channel (137), then the Iranian Al-Alam channel (130), then France 24 (63) Then Russia Today Channel (60), and in return it did not tend to support Democrat Joseph Biden in the first order (14), then Sky News (27), and then BBC British Channel (41), which clearly illustrates the impact of political affiliation The channel had its coverage, as the Qatari island and the Iranian world tended to favor the democratic candidate Joseph Biden due to the political dispute between the countries that own these channels and the current President Donald Trump, and then it tended to be alongside the opposing candidate, Joseph Biden, which is a

result consistent with the study of Imad Eddin Jaber (2015) Which showed the influence of the ownership pattern and the political ideology of the state on the quality of the frameworks used by the study newspapers in framing the issues and propositions in which they were presented, their moral evaluation and solutions, and even on the paths of proof that came out in line with this political ideology of the State, this study and Liam Kneafsey (2018) also agree on the relationship between media ownership structures and the influence on news content and its news values, by analyzing the contents of some British BBC newspapers and publications, the study showed the direct and indirect impact expected and expected from the government and the pattern of ownership On the news content and its news value

Chart (3) *The reliability scores of Arab news channels during their coverage of the 2020 US presidential elections.*



The previous chart (3) indicates that the arrangement of satellite news channels in the Arabic language came to the Al-Arabiya channel (Saudi Arabia) in the first trip repeatedly, then the British BBC channel, then the Emirates Sky News channel, then the Russia Today channel, then the France channel, then the Iranian Al Alam channel and finally the Qatari Al Jazeera channel, And it became clear well that the presence of Al-Arabiya channel was in the first order as the highest credible channel, then the British BBC channel, then Sky News, which broadcasts from the UAE between the channels, and in return, the presence of Al-Jazeera was the lowest in terms of the degree of credibility and then the Iranian world according to the respondents' answers, and this matter can be explained by considerations Primarily political, as during the American elections 2020, relations were cut off for more than three and a half years between the State of Qatar (the owner of Al-Jazeera channel) and between Saudi Arabia (the owner of Al-Arabiya Channel) and the United Arab Emirates (from which Sky News Arabic broadcasts) and was one of the most important The reasons for the boycott of the boycotting countries is the Al-Jazeera channel and accusing it of interfering in the internal affairs of the boycotting countries. One of the boycotting countries 'demands was to close the Al-Jazeera channel, a position that many studies have indicated T accused Al-Jazeera channel of interfering in the internal affairs of countries,

such as Adel Morsi's study (2019) about the psychological strategies that the Qatari Al-Jazeera channel followed and how it employed them to strike stability in Egypt, and that this channel still seeks to strike stability in Egypt despite the stability of the political situation. (1) With regard to the Iranian world, it was included in the list of the least credible channels, which is a result consistent with many studies that indicated the weak professional performance of the channel, such as the study of Hosni Sadiq Muhammad (2014), which showed the high negative trends of political, media and academic elites towards the channel's websites and their lack of For credibility, the shallowness of dealing with the four websites, the bias of those sites and the absence of objectivity in dealing with and deliberately highlighting views at the expense of others

VII. CONCLUSION

The study dealt with the determinants of the credibility of satellite news channels in the Arabic language in their coverage of the American presidential elections 2020, through a field study on an intentional sample of (212 individuals) of media students in UAE universities, and the questionnaire tool was used to obtain study data, during the week of the American elections that were tested. On the third of November 2020, the results of the study showed an increase in the degree of students

'follow-up to the US presidential elections 2020, and with regard to the determinants of the credibility of news channels from the perspective of news values, the values of bias, balance, immediateness, freedom to address, depth of coverage, and suspense emerged. Then the singularity and the press ahead, then respect for individuals' freedom of expression and opinion.

The results of the study showed a low degree of credibility of news channels in their coverage of the US presidential elections 2020, as the criterion of bias in coverage of the US presidential elections 2020 emerged in the foreground, while the criterion of credibility in coverage came when talking about the US elections in a late order, and between them there were many professional standards such as bias in sources. And the impact of the political trends of the countries of these channels on the process of covering the American presidential elections 2020, also the criteria for neutrality and credibility in choosing the sources on which these news channels relied have lagged. The results of the study also showed the variation and difference of Arab news channels in the degrees of support for a candidate without others. Saudi Arabia, the Emirates Sky News and the British BBC to the candidate Donald Trump, while the Qatari Al-Jazeera channels, the Iranian world, France 24, and Russia today tended to favor the candidate John Biden, and in general the arrangement of the Arab news channels according to the credibility scale of the channels came in the following order: First, the Saudi Arabia channel, Then the British BBC, then the Emirates Sky News, then he fled Forget 24, then Russia today, then the Iranian world, and finally Al Jazeera in Qatar.

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