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Contemporary Arab Media Reality Problems and Solutions

Mohamad Firas Naeb, Sameer Baniyassen

City University College of Ajman (CUCA), Ajman, UAE
Email: oneto1@hotmail.com

Abstract

It is no longer a secret to anyone that media has become a significant player in the local, regional and international arenas, as the famous phrase "politics and the economy are two sides of the same coin" has become limited to expression unless it is associated with the third, intensely active face, which is the media, which, along with politics and economics, constitutes the most effective trinity when speaking. About international relations, not to mention the domestic interior of countries. The media is no longer confined to traditional functions but beyond strategic operations. The starting point in this framework may be that the media has become one of the internal and foreign policy tools of countries. This departure from the traditional framework of the press went in several directions according to the following: The ideological media promotes certain ideologies and often plays a role in ethnic, and sectarian strife if founded or managed on the principle of deviation from moderation, and tolerance. The politicized media follows the agendas of specific countries and adopts double standards in its proposals according to the eternal political game that raises humanitarian and social slogans as a cover for interests. Balanced media takes neutrality and objectivity as a basis for the message on which the media literature is based as a platform for honest news and an optimistic guide for public opinion. Without a doubt, in many cases, there is an intertwining or mutual use of ideological media and politicized media, which produces media for extremist ideological injections according to government agendas.

Keywords

Arab, Media, Economic Development, Cultural Integration, Social Integration

1. Introduction

The Arab media remains a significant stakeholder in the Arabian region's social, political, and economic development. Most Arab media houses are spread across the different countries in the area. Whereas some of the media houses are local, others have an international audience and mainly advance issues of the region to global audiences. The media units in the area promote economic development by creating opportunities within the region. Besides, the international media units mainly advertise the available options within the region. The advancement of cultural and social inclusivity within the area remains another significant role of the Arabian media. The media further ensures that they enhance cultural and social issues by providing various platforms that promote the above issues. The media allows the citizens to have better access to information which remains crucial in holding the government accountable on different political topics. According to Hamada et al. (2019), the Arab media no longer focuses on the problems of information dissemination only but on the promotion of the regional welfare of the people. For example, the media emphasizes the need for the regime to fulfill some of its obligations and requirements based on its earlier pledges. Allam (2019) noted that the crucial role of the media includes a follow-up process on significant government pledges to its people to ensure proper execution. According to Doui (2019), the media advance positive leadership by promoting international leadership comparison. For example, the Arabian press has played a significant role in promoting a more inclusive government by adopting universal leadership policies and human inclusion. Therefore, the governments in Arab countries have now adopted a more gender-inclusive government that ensures the adoption of proper leadership structures.

1.1. Study Problem

The primary study problem was to explore the role of the Arabian media in advancing the cultural, social, and economic issues that affect society.

1.2. Research Purpose

The objectives of the research are determined by the following:
  1) To analyze the reality of contemporary Arab media.
  2) To study the weaknesses, shortcomings, and deviations of the Arab press.
  3) To evaluate Arab media in the era of globalization.
  4) To reach a conclusion and make recommendations to evaluate the theory-based practice.

1.3. Significance of Study

The importance of the research lies in the following points:
  1) Strategic media partnership for all sectors of contemporary life.
  2) The increasing impact of the Arab media, both traditional and modern, on public opinion in the Arab world.

3) The close relationship between the press and crises in contemporary reality.

1.4. Research Questions

The research seeks to answer the following questions:

1) How has the media become a strategic partner for politics and economics in today's world?

2) Is the Arab media discourse carrying out its vital tasks towards Arab societies, and yes, how?

3) What is the principal responsibility of the contemporary Arab media for the weakness of Arab societies to keep pace with civilization?

2. Methodology

In order to achieve the set objectives and the aim of this paper, a literature analysis method was applied.

2.1. Media: The Third Aspect

The media has become a significant player in the local, regional and international arena, as the famous phrase "politics and the economy are two sides of the same coin" has become limited to expression unless it is associated with the third, intensely active face, which is the media, which, along with politics and economics, constitutes the most effective trinity when speaking about international relations, not to mention the domestic interior of countries.

The media is no longer confined to traditional functions but beyond strategic operations. The starting point in this framework may be that the media has become one of the internal and foreign policy tools of countries quoting. The departure from the traditional framework of the press went in several directions according to the following:

The ideological media promotes certain ideologies that often play a role in ethnic, sectarian, and sectarian strife if founded or managed on moderation, moderation, and tolerance.

The politicized media follows the agendas of specific countries and adopts double standards in its proposals according to the eternal political game that raises humanitarian and social slogans as a cover for interests.

Balanced media takes neutrality and objectivity as a basis for the message on which the media literature is based as a platform for honest news and an optimistic guide for public opinion.

Without a doubt, in many cases, there is an intertwining or mutual use of ideological media and politicized media, which produces media for extremist ideological injections according to government agendas.

2.2. How Does the Arab Media Work Today, Especially in the Era of Crises We Live in?

When we talk about the founding trinity of the movement in human societies,

we find ourselves in front of "political oppression, "social injustice and "economic deficit," and the Arab media, in its quest to play an additional role as one of the internal and external policies tools of countries or "people of countries" to which it belongs, took It deviates from its traditional functions of highlighting events and analyzing them objectively to the use of this trinity that frames the movement after being subjected to systematic processes of fabrication or taking it out of context at times and exaggeration and intimidation at other times until reaching the manufacture of media news according to whim to serve the political goal.

This matter is hazardous as it destroys the basic assumptions and postulates upon which the literature and protocols of the media are based, or in other words, it undermines the "essence of the media," which in one way or another transforms the media platform from a platform to raise the status of truth that serves society into a platform to stir up chaos and strife, primarily through the use of the technical part based on the principles of neuro-programming, which was established in the Goebbels School of Propaganda: "Lie, lie, lie, and the lie becomes true, which history has proven to have the effect of magic in controlling or influencing public opinion" (Longerich & Bance, 2015).

This is something that the Arab media realized late after it was used by the Western media early on. The repetition of the media message is relatively distant periods and in different formulations has…

In the context of cultural globalization, these traditional and interactive media empires are marketing the strategies and policies of the United States, as their influence as a natural and practical guide for societies is growing in the absence of sufficient awareness of significant segments of Arab societies, and the absence of an influential media role for the enlightened intellectuals. And Arab media professionals believe that there are bright signs here and there at the level of channels and media professionals.

2.3. The Arab Media, in Light of This "Tsunami" of Turmoil and Chaos, Does Not Carry out Its Duties towards Arab Societies, as It Is Divided between

Especially when discussing the widespread Arab media, it does not intend to market civilized ideas about civil society and citizenship within the framework of the supreme affiliations of the home and away from the partial and narrow associations on which real civilizations are built in the contemporary time. Instead, it establishes or contributes to increasing discrimination, charging, and political, ideological, and ethnic injections Far from providing lessons and facts about the political, social, and cultural experiences of the history and present of other peoples, which can be benefited from.

2.4. The Relationship of Arab Media with Society and Culture: Relationship of the Arab Media with the Society

One of the significant roles of the Arabian media is impacting Arabian societies

is the provision of crucial information about current events and news. Still, El Oifi (2019) acknowledged the essential role of the Arab Media in gathering info from the region and across the globe and disseminating such information to the population. The above information ranges from economic, political, and social news that could impact the people directly or indirectly. According to Al-Omoush et al. (2021), different Arabian media units have a sizable Budget for ensuring they gather news and current events not only from the region but also across the globe. Currently, the Arabian media has representatives and reports across major economic hubs globally. Besides, reporters can quickly move across different regions to cover emerging issues, including politics, disasters, and significant global events such as sports or elections.

Another significant essential role of the Arabian media is to entertain the people. According to Ozgen (2019), the Arabian media mainly advocates for the airing of Arabian content that resonates with the local people. For example, the media houses recognize that most of the Arabian population consists of Muslims. Therefore, the media outlets aligned with the Islamic faith, especially entertainment content. Sarnelli and Lomazzi (2019) further noted that the Arab media provides an entertainment platform. For example, the media outlets often have sporting programs that air major global tournaments and help promote inclusion through soccer. Al-Jaber (2020) noted that one of the significant roles of the media in the region is to play music that adheres to the local requirements and standards. Therefore, the media houses help promote local talent by airing musicians' content across the region. Besides, the other entertainment programs that the Arab Media focuses on include comedy acts.

The existing deviation of the Arab media in crisis management is not limited to the political dimension. Still, it includes all levels, especially the social and cultural, where the reproduction, creation, or adaptation of a massive stock of Western heritage that is inappropriate and unsuitable for the privacy of our Arab societies, which can be described as alien to its customs and traditions and a delay in its ambitions from Through the distortion of the Arab youth from the correctness of the vision and the demolition of the cohesion of the Arab family, which was the subject of bragging compared to the fragility of its counterparts in other societies.

An inverted pyramid of priorities was established within the Arab youth's vision of art, sports, and loose social relations while recognizing the importance of the first and the second in terms of spirituality and entertainment, but not at the expense of the priorities of the factors that predispose to science and civilized progress.

If the Arab media wants to play an additional role, then it must prepare those media doses based on reading the present in the light of history to anticipate the future.

2.5. The Relationship of the Arab Media with the Economy

The Arab media plays an essential role in shaping political stability and good

leadership approaches. According to Shawli (2021), the media is responsible for reducing corruption within government ranks by promoting better governance structures acceptable to all. Ozgen (2019) appreciated that the Arab Media deliver crucial government-based information to the public. Subsequently, each political leader within the region becomes accountable to the people and seeks to avoid any cases of corrupt dealings. Besides, the media plays the role of exposing the corruption among some leaders to the masses. According to Sarnelli and Lomazzi (2019), the best approach that the population takes as a form of punishment to the leaders is failing to vote them back to the office. According to Ahmed and Cho (2019), the role of the media now includes the investigation of corruption cases that leads to prosecution of affected individuals. The above process has led to financial transparency when undertaking government businesses and the allowance of better corporate leadership.

Arab economic institutions can no longer work away from the media, advertising, and public relations to interact with their surrounding environment and reach what can only be achieved through the media, as they realized that their mental image and reputation are among their most important assets and a fundamental pillar for their continuity. The media contributes to the economy's success not only through what was previously mentioned but also by mobilizing public opinion with development trends that are most needed, bearing in mind that this depends on the privacy of different societies, their culture, and ways of life.

The economy and financial markets depend mainly on information for which the media has become the primary source.

The key to the deterioration is the irresponsible media. The spread of irresponsible media means that the information at the heart of the economic process will become a compass that points in the wrong direction. Statistics but in general Tv radio and road signs and on the other hand social media.

2.6. From the Global Village to the Small Screen

Globally, a strategic partnership has been established between the media, both traditional and modern, with telecommunications companies. Telecom companies achieve profits that may be imaginary through collaboration with the media, especially when discussing mass programs that use voting or interactive communications between the broad masses and between the authors and providers of those media programs.

These successful experiences are usually reproduced in the West to supply them to the Arabs, who often go to extremes in dealing with them.

2.7. Relationship of the Arab Media with the Culture

The Arab media is a significant stakeholder in promoting cultural education. According to Ahmed and Cho (2019), the Islamic culture, which is predominant within the Arabian region, forms a big part of the culture of the people. There-

fore, education is an essential element for creating crucial information about the cultural issues of the people. Doui (2019) further acknowledged that the role of the media in promoting cultural education goes beyond the Arabian region. Arab-based media houses such as Sky New, Al Arabiya News, and Al-Jazeera play a crucial role in advancing the cultural interests of the area at the international level. For example, the above global media house often tells stories about the culture of the Arabian people, including their religious and social rites. Mohamed et al. (2020) further mentioned that the media houses based on the Arabian region additionally have specific programs that focus on the people's local cultural issues. Besides, Khamis (2019) added that the media houses' specific programs must align with the local requirements prescribed by the relevant government agencies. For example, the programs provide the Arabians' historical background, political struggles, and social integration issues. According to Zayani (2019), cultural education is essential in the region since it promotes the continuity of knowledge about the people and their practices. Different Arabians have a strong touch with their past through such educative platforms.

The Arabian media outlets further ensure that they play a crucial educative role within the region. According to Ahmed and Cho (2019), most countries hold that education is one of the critical pillars to economic prosperity. Education is a crucial cornerstone for the region's economic, political, and social capital within Arabian counties. Mohamed et al. (2020) noted the Arabian government's commitment to promoting sustainable economic development through collaboration with media houses. However, the involvement of other stakeholders remains key to the success of the government's plan. Therefore, the participation of the media in the promotion of education has been a deliberate attempt to ensure crucial educative content reaches the people.

The Arabian media are further involved in enhancing cultural integration. According to Khalil (2020), the Arabian region has predominantly one culture defined by the Islamic faith. However, other people from different areas around the globe are found within the Arabian countries. Therefore, cultural integration remains an essential component for the success of the Arabian region. El Oifi (2019) shared similar findings and added that the Arabian area has many tourists or workers. For example, UAE is one of the leading Arabian nations that receives many visitors from various regions and cultures. Therefore, the need for cultural integration cannot be overemphasized. Zayani (2019) further noted that the Arabian media promotes the above process by constantly advocating for accepting other cultures and accommodating people from different regions. Besides, Hamada et al. (2019) noted that the various Arabian governments have partnered with the media to promote acceptance and integration of the local cultures and the international expatriates or visitors who visit the region.

2.8. Media Is Captive to Advertising

The media can no longer operate freely outside the tutelage of advertising; in

other words, what the audience likes, the ads follow, and the channels become radicalized by embracing and highlighting it.

Although these programs reproduced from Western programs are characterized by aesthetics and entertainment, they have undoubtedly changed the priorities of children and youth about the future directions in their lives.

Here, this critical question must be asked: Do our developing societies, which have not yet been able to keep pace with civilization, need more, or do the priorities of governments and economies in the growth and progress of these societies require a degree of cooperation from their media partner in the right direction?

The societies in which these media programs originated and spread had achieved remarkable growth and progress towards civilization, in a way that might not make changing the priorities and directions of their creation a worrying matter.

In contrast to our developing societies, which have on the triad of politics, economy, and media a significant and vital responsibility related to comprehensive development to catch up with civilization.

3. A Literature Analysis

The Arab media further plays an essential political role by giving a voice to the vulnerable people within the society. According to Zayani (2019), the government serves its people with equality and dignity. However, it is possible that the government could overlook the interest of some vulnerable groups. For example, the Arabian government could fail to provide political priority while recruiting civil servants. The above action could leave out groups such as the disabled and further disregard the above groups of vulnerable persons. Ozgen (2019) acknowledged that the suppression of minority voices is a primary concern among many Arabian media units. The media has come up as the alternative voice for such groups by helping to express their interests and advance their issues. Al Awdah et al. (2018) noted that the government plays a critical role in intervening on behalf of the citizens through follow-up programs regarding the pledges made by political leaders to its populations.

The Arab media further plays a crucial role in enhancing strategic economic partnerships in the region. According to Mohamed et al. (2020), the press plays the essential role of providing public and government linkages that remains essential for economic development. Any government has to ensure that they promote the best interest of the citizens through the construction of an actionable economic agenda. Still, El Oifi (2019) acknowledged the need for proper oversight in implementing government-based services. Therefore, the media plays the role of monitoring the policy frameworks against the international best practices. One of the critical regional roles of the media is to promote the economic prosperity of the Arabian region (Al-Omoush et al., 2021). Therefore, the government often learns from the proposals submitted by different media organizations and seeks to enhance better economic advancement avenues.

The Arabian Media further plays an essential role in shaping public opinion in a way that helps to create economic sustainability within the region. According to Rashid and Naseer (2019), the media is responsible for the massive economic developments within the Arabian area. Additionally, the media ensures that they promote modern economic principles by advocating for sustainable policies that enhance a nation's long-term growth. Zayani (2019) acknowledged that the media's role has shifted. They no longer focus on promoting news content and the development of the entire community through economic prosperity. For example, technology adoption is a significant issue that features most media outlets across the Arabian states. Richter and Kozman (2021) further mentioned that the media promotes economic wealth by promoting environmental conservation measures. The above policies align with the international requirements for countries to reduce emissions and lower global warming. Therefore, the Arabian media have been at the forefront of advocating a balance between economic sustainability and environmental conservation. Besides, the media have often called out the government for violating some of the provisions under the international agreements regarding climate conservation.

The other primary task of the Arabian media towards the local societies is to help transmit the local culture and social beliefs. According to Hamada et al. (2019), the cultural identity of the Arabian people makes them unique, as depicted by different media houses. The region is considered to contain mainly conservative Muslim communities who adhere to the dictates of Sharia Law and follow the directions given through the Quran. Al Awdah et al. (2018) noted that the government has a significant role in upholding the cultural dictates of the people and upholding their religious and social beliefs. Shawli (2021) acknowledged that the government is responsible for promoting cultural acceptance through the advancement of local content. For example, the media often has slots for religious programs and teachings that mainly focus on the Islamic faith. Rashid and Naseer (2019) further noted that the advancement of other cultures outside the Arabian region is another task taken up by the local media stations to advance inclusivity. Besides, the promotion of religious tolerance in the area is a significant consideration for the different media houses in the area. For example, the acceptance of other faiths remains a core function of the various media channels.

The need for cultural awareness among the majority of the Arabian people remains so essential. According to Al-Omoush et al. (2021), most Arabians appreciate their culture and their heritage period. Therefore, the media has helped enhance people's self-awareness and reduce misconceptions about specific cultural issues. Ozgen (2019) further noted that the Arabian region is significant despite the shared religious and social characteristics and has distinct differences in applying their cultural issues. Therefore, one of the critical issues promoted by the Arab media is to create a universal acceptance of the cultural differences within the different Arabian countries. Allam (2019) further acknowledged that

the media has specific programs to showcase the many cultural contents across the Arabian region. Some of the issues often presented within the above framework include the dress culture of the people, their everyday foods, religious affiliations, or social behavior. However, Sarnelli and Lomazzi (2019) acknowledged that the Arab media fraternity has failed to fully implement cultural unity and integration. Instead, the media has focused on showcasing the overall behavior and beliefs of the Arabian people without appreciating the internal differences in culture that exist within the region.

4. Discussion

The analysis of the review of other literature shows that the Arab media has played a crucial role in developing the region's social, political, and economic prosperity. Other researchers agree that the Arab media's role in informing and educating the people may influence the region's economy. The researchers note that some of the significant factors in developing economic prosperity within the Arabian region include technology adoption. Specifically, the researcher appreciates that technological advancement remains a crucial driver of growth by creating better work processes and producing goods.

The study findings further show that the economic role of the Arab media includes their promotion of inclusive economic opportunities for the people within the region. Most Arabian countries are recognized through their economic development and opportunities. For example, the exploration of oil in some countries and the development of the tourism sector within other nations such as Dubai remains a significant source of economic prosperity. Therefore, most researchers agree that the Arabian media play a crucial role in selling the economic opportunities within Dubai to external stakeholders such as tourists or investors who seek to put their money in the Arabian region or enjoy the scenic views.

The analysis of the reviewed literature further explores the existing relationship between the Arabian media and the society within the region. Specifically, the researchers appreciated that the Arab media had played a central role in advancing the societal values within the area. Specifically, different researchers acknowledged that the media had played a significant part in enhancing societal values and equality. Besides, the media has remained a critical societal stakeholder in creating a better society. Most researchers appreciated that the promotion of societal values by the Arabian media has occurred through the advancement of the region's social, political, and ethical values that align with universal standards. For example, the creation of democratic space for all members of the society to air their issues has remained key to the success of the Arabian communities.

The researchers further agreed on the role of the Arabian media in promoting the cultural issues within the region. While some of the researchers decided that the press has remained key to the economic development of the Arabian states, the need for cultural integration remains critical. The researchers pointed out

that the Arabian region is multicultural, and the governments must promote the growing demand for more accommodative people. The acknowledgment of the Arabian region as a significant economic and tourism hub further provides ground for cultural acceptance in the Arabian countries.

The analysis further revealed the role of the Arabian media in advancing cultural education as a critical pillar for the economic and political stability of the region. Most of the researchers acknowledged that most Arabs are Muslims, and they hold specific cultural practices dear to them. Therefore, the media remains a significant stakeholder in creating a culturally inclusive region. Thus, the research reveals that the media provides different educative platforms that increase cultural awareness among people. Besides, education includes embracing new cultural realities within an increasingly global economy. As more people around the globe visit the Arabian region, the media has focused its attention on educating the people to embrace the differences in the culture and accept the emerging differences.

5. Conclusion

Overall, contemporary Arab media remains a crucial player in advancing knowledge by gathering and disseminating news across the region. The study focused on understanding the above media role by presenting specific research questions and objectives, which gave an overall direction for the above research. A review of different past literature materials reveals the perception and views of other people regarding the relationship of the Arab media with the various stakeholders. The above checks revealed that the Arab media plays a crucial role in promoting economic development within the region. Besides, the study shows that the social inclusion and acceptability of the Arabian people remain a strong focus of the media. Additionally, the literature review shows that the Arab press remains a key player in promoting cultural inclusion and education, essential for success in the region.

Conflicts of Interest

The authors declare no conflicts of interest regarding the publication of this paper.

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