

## Attitudes of Media and Political Sciences Students towards the Way Palestinian Television Addresses the political Division: A Field Study

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### Abstract

This study aims at recognizing the attitudes of mass communication and political sciences students towards the way Palestinian Television addresses the issue of political division within the framework of several theories, namely: the functional perspective of mass media and the theory of dependence on mass media. To achieve the study objectives, the researchers employed the approach of “surveying the audience of mass media” based on a sample of (400) students from different universities in the West Bank and Gaza Strip. This sample has been chosen by the stratified random sampling from Al-Najah National University in the West Bank and the Islamic University in Gaza. The study has come up with the following results: (62.7%) of the study sample population watch Palestine T.V, whereas (37.3%) do not. The item related to the evening period of watching T.V gets the highest average value which stands at (1.52).

**Keywords:** Attitudes of Media, political Division, West Bank, Sector Gaza, Palestine TV

### Introduction

(Da'ajah) points out that the TV surpasses all information media as it plays a big and influential role in all walks of life. Its role is not only influential but also formative of a large number of aspects of life. “A person cannot form a particular position or adopt a certain idea except through the information he is provided with, confirming the ability of the media in all its forms and manifestations in producing changes in the individual ,the community concepts and practices via dissemination of knowledge ,awareness , enlightenment , opinion formation and dissemination of information and other various issues. ( Al-Qudah, 2012)

The roles played by the TV in the community are numerous and varied, such as, entertainment, news, ideology and politics. Al sdouki refers to the importance of political ideology and the power of its impact on the total production content .He continues saying: “communication policies are almost similar in terms of their quest to integrate media in the authority institutions, symbols, and employ it in the political and propaganda machine at the expense of other functions.” ( Alsdouki, 2012)

The role of television in the political arena is large and influential.(Walter Kronakit) refers to this role by defining political ideology: as the works carried out by the TV, which leads to consolidate abstract values, such as democracy ,human rights, citizenship rights , freedom of expression, , national unity values, humanitarian and other political values for the benefit of either the decision-maker at the state level ,or other entity concerned with ideological thought of the TV owners; or those who back them up ,such as donors and sponsors. (Al-Mahdawi, 2009)

Based on this assumption, the TV role is significant in the field of political development, through its contribution in the process of persuading people to embrace the policy of the state. The TV is a platform for the statesmen who through their purposeful speeches aim to extend their messages and convince the public of their policy. Al Qudah believes that the factors which led to the emergence of television in the Arab countries are divided into: "two factors which have their impact on the emergence of television in the Arab countries: On one hand, the TV has become a necessary media for the Arab countries, on the other hand, the leaders and the Arab rulers understand the effective role of the TV in guiding their people politically and socially.”(Qudah, 1998). The TV has its contribution in educating the public on how to express their opinions freely, and how to support the popular and political leaders to achieve their goals. All of which are fused in the melt pot of community development. (Al Dosoki, 2004)

As a result of the foregoing discourse, the Arab regimes controlled televisions, and here we see that televisions emerged according to a political decree in most Arab countries. These televisions are characterized by showing rigid, controlled, monotonous articles and official discourse due to the regime inability to appoint professional and experienced personnel. Al-Dulaimi considered the advent of television in the Arab countries – as a complement to sovereignty, and it is considered as a set in the service of the regime rather than focusing on broadcasting other public appealing programs. (Dulaimi, 2011).

The darkest side - as viewed -by Mashagbeh- lies in the submission of the media to the authority; this is part of the whole society capitulation, when the media gives in, culture and thought regress in the absence of popular will. (Mashagbeh, 2011)

### Problem of the Study

which Through previous studies, both researchers got to several indicators contributed in defining the research

problem, that is, the existence of political differences which affected and will have effects on the Palestinian television outputs, besides having goals and policies with (ideological and political dimensions) on the Palestinian television

So the problem is limited to identifying the university youth attitudes towards the Palestinian television way of handling the problem of the Palestinian political division, through a sample of media and political sciences students at the Palestinian universities.

### **Importance of the Study**

The importance of this study springs from the following:

- Scarcity of media studies concerned with identifying university youth attitudes towards the way the Palestinian media addresses the problem of the Palestinian political division. This study explores the views of a sample of students on this issue.
- Regular scientific investigation of a sample of the Palestinian public trends towards the way the Palestinian TV addresses the issue of political division.

### **Objectives of the Study**

The study aims at identifying the university youth attitudes towards Palestinian television while handling the political division in the occupied Palestinian territories,

As part of the study, the researchers seek to achieve the following sub-goals:

- 1-Identifying the exposure rate of the respondents to the Palestinian Television; the motives of this exposure; its causes and effects.
- 2) Recognizing the status of the Palestinian television amongst other media as a source of information about the cause of the Palestinian division.
- 3) Monitoring the most favored Palestinian television programs by respondents.
- 4) Monitoring the views of respondents on the way the Palestine TV handles the issue of division.
- 5) Getting acquainted with the degree of credibility of the Palestinian television enjoys as a reliable source of information to the respondents on the issue of political division.
- 6) Monitoring the presence of relationship between the characteristics of respondents, and the level of confidence in television as a source of information on national issues like the political division.
- 7) Monitoring the factors that prevent the Palestinian television from shouldering the responsibility towards the formation of a comprehensive vision in dealing with national issues, such as the political division.

### **Questions of the Study**

- 1-To what extent do the Palestinian audience watch their television and how much time do they spend in watching various television programs?
- 2-What are the reasons for watching the Palestinian TV from the point of view of the study sample?
- 3- What are the respondents' favorite television programs?
- 4-What are the expediency motives which push the Palestinian public to watch the Palestinian TV?
- 5-Which television programs showed more interest in the political division?
- 6- To what extent did the Palestinian TV show commitment to display all different opinions on the issue of political division while handling it?
- 7-What are the views of respondents regarding the television handling of the Palestinian political division, and the impact of the Palestinian division on the issues and priorities that the Palestinian public care about?
- 8- What are the attitudes of the public towards the role played by the Palestinian television while addressing the issue of the political division?
- 9- What are the respondents' trends towards the Palestinian television while addressing the political division?
- 10- What is the status of Palestinian television as a source of information for the public on the issue of political division as compared with the rest of the other media?
- 11- What are the resulting effects of the public dependence on the Palestinian television as a source of information on the issue of the political division?
- 12- What degree of dependence given by respondents for the Palestinian television when exposed to contradictory information, or difficult to understand, and how to obtain other information about the Palestinian division?

### **The Study Hypotheses**

- 1- Are there significant statistical differences at  $\alpha < 0.05$  among the study variables (reliability, attitudes, TV role, priorities and confidence) related to the study variables (sex, specialization, residence, political affiliation)
2. There is a significant statistical relationship between residence and political affiliation at  $\alpha < 0.05$
3. There is a significant statistical relationship among the study variables (age, specialization, residence and

political affiliation) at  $\alpha < 0.05$ .

4. There is a significant statistical relationship among the study variables (age, specialization, residence and political affiliation) and reliance on the Palestinian TV when it shows contradictory information regarding the Palestinian division at ( $\alpha < 0.05$ ).

5. There is a significant statistical relationship among the study variables (age, specialization, residence and political affiliation) and reliance on the Palestinian TV when obtaining information regarding the Palestinian division at ( $\alpha < 0.05$ ).

6. There is a significant statistical relationship among the study variables (age, specialization, residence and political affiliation) and reliance on the Palestinian TV in understanding topics related to the political division at ( $\alpha < 0.05$ ).

7. There are significant statistical differences between the degree of confidence in the TV as source of information on the issue of division according to the respondent's sex at ( $\alpha < 0.05$ ).

### **Theoretical Framework and Related Studies**

#### **Attitudes- Concept \_ Types- Measurement**

Bugardes defines attitude as "that tendency which leads behavior close to some environmental factors or away from them. And it gives them positive or negative criteria for their attraction to or distaste them. (Fibanse, 2000) An attitude may be negative, or may be neutral, or it may be weak, or strong regarding a particular, or a specific thing. (Mohammed, 2012)

Second: kinds of attitudes

The general; the special; the individual; the collective; the public and the secret attitudes. (Sayyed Fouad Al - Bahi, 2009)

#### **Third: Measuring Attitudes**

Measuring Attitudes means transforming attitudes from the descriptive formula which is as follows: Agree or disagree; or pro or against to a quantitative formula by which comparison between universities or individuals can be compared with each others. (Sayyed Fouad Al- Bahi, 2009). One of the most important metrics used to measure scientific attitudes is: the functional perspective of media

There are several functions for the media in the community; in this context, (Wilbur Schramm) presented three general functions he viewed as necessary for public interaction:

1- Observer's function .2 - political function. 3 upbringing function

Samuel Baker believes that a lot of what Lazhyle, lazersfield & Merton described vis a vis the functions of community interaction can be considered a subtitle of the general category, namely, ( the political system).

The media serve the community in many ways; directly and indirectly. All

of the leaders and citizens can not communicate except by using the media. Thus, the media are vital in the dissemination of good information from the government to all citizens. (Makkawi, 2003) says that the term "structuralism" or "structure" refers to the way the community regulates its repeated activities. As for the term "function" it refers to the contribution of certain forms of repetitive activities in keeping the continuation of balance in the society. Melvin indicates that some duplicated and stereotyped processes in society are characterized by determinism, which is continuing in existence and can not do without. (Melvin for 1994). Modern societies are made up of different units, and mass communication is considered one of the components of modern societies; so the job of these units is to do repetitive activities to maintain the stability of the regime. The media is one of the basic and indispensable components of contemporary societies.

It is possible that the media form one of the factors of malfunction in the communities by practicing undesired activities when it creates disharmony rather than stability (Melvin's 1993). When applying the foreseeable function in this study, we can consider that the Palestinian television is an interactive media which has its content and audience. The TV achieves several functions, and then the consequences of that relationship produce several effects, either useful or undesirable to the society. Hence this social system of the Palestinian television has an impact either desirable or undesirable on university students.

#### **Entrance of Relying on the Media**

The theory of interdependence started through the motives of the social school, where the supporters of this theory consider that there is a common link based on the interdependence between the mass media and social system. The concept of the theory among individuals and the media springs from the common relationship which is based on reciprocal dependency between media, the social systems and the public. This relationship may exist in all media systems or in one of its parts, as the audience depends on the sources of information to reach their goals. (Mashagbeh, 2001).

The individuals rely on media to achieve the following key objectives:

[1] understanding. [2] Guidance and counseling: which means directing work for something or making a decision in the context of the society expectations and ethics .[3] entertainment: which includes isolated

entertainment ,such as isolated relaxation as sitting in isolation, and social entertainment, such as social companionship as a way to escape the problems of everyday life.( Malkawi, 2009)

The major hypothesis for the model of relying on the media increases with scalable ability to receive the required information through personal sources ,taking into account the abundance and evaluation of the information required; and comparing it with the public personal sources. The more communities become sophisticated, the more individuals depend on the media outside their groups.

### **Review of Related Literature:**

Both researchers reviewed some related studies .In this section, the researchers will focus on the studies related to the Palestinian division.

A study conducted by Montasser (2012) entitled (the role of media in promoting the Palestinian division, the space channels of Palestine and Al-Aqsa as a model (Montasser, 2012)). The main objective of this study is to highlight the role of the Palestinian media in promoting division with a focus on visual media, specifically the role of the space channels of Palestine and Al-Aqsa; and how the two channels dealt with the issue of the Palestinian division. The study adopted more than one method, especially the historical method, the descriptive method and the analytical -comparative method. Prominent among the findings of this study is the close relationship between the media coverage of politicized channels of Palestine and Al-Aqsa, and the role they played in enhancing and deepening the rift between Fatah and Hamas. The results of the media coverage of the division and its repercussions revealed the amount of involvement of these two channels in practicing public incitement to violence and stir partisan and sectarian strife.

A study conducted by Al Talib (2011) entitled: (the role of the Palestinian media in the promotion of national unity among the female college students in the Gaza Strip (Al Talib, 2011). The study aimed at finding out the role of the Palestinian media in promoting the concept of national unity among female college students.

This study falls within the framework of descriptive research. The researcher used the survey by sample method to reach the results that can be generalized. The study sample consisted of (407) persons from the Palestinian universities in the Gaza Strip, The sample members have been selected randomly due to the homogeneity of the study population. The study showed that 95.9% of the sample always follows up the Palestinian relations. About 4.1% sometimes follow up -Palestinian -Palestinian relations. 60.4% of the study sample believes that the Palestinian media is unable to promote national unity; whereas 20.6% of the sample believes the Palestinian media promote national unity. Some 19% of the sample believes that the Palestinian media sometimes promote national unity. The study also revealed that 41.3% of the study sample believes that TV is the best media to strengthen national unity. Whilst 28.7% of the study sample believe that newspapers are the best among other media in promoting national unity. 18.9% of the respondents believe that radio is better able to promote the concept of national unity. 11.1% of the respondents think that the internet comes the last on the list. The study also revealed that 32.9% of the study sample holding Fatah and Hamas direct responsibility for the Palestinian division. and 30.4% hold Israel the responsibility for that ; while 16.2% hold Hamas direct responsibility, and 6.9% attributed it to Fatah , another 7.9% of the sample hold the Arab States responsible, and 4.2% of the sample blame other Palestinian factions. (AlTalib, 2011)

A Study conducted by Al Farra (2010) entitled: (The impact of the Palestinian space channel on the Palestinian situation (Gaza war model (Al-Farra, 2010): It is a field study which aims at identifying the role of Palestinian space channels, specifically the Palestine and Al-Aqsa, in their transfer of the course of the Israeli war on Gaza. It is known that the two channels are the only ones broadcasting from Palestine.

Palestine and Al-Aqsa channels thus had a role in the coverage of the Israeli war on the Gaza Strip. Their coverage varied according to the respondents' answers. The results of the study also showed the absence of a unified speech for Fatah and Hamas in the time of war. This different speech produced negative consequences. The study also revealed the consequences of the internal division and conflict between Fatah and Hamas, which was present on the screen of Palestine space channel before the war, and continued after it. This speech made the Palestinians reluctant to watch Palestine channel as its discourse becomes weak. Some local and regional criticism has been directed to such a weak discourse. (Al- Farra, 2010)

Um Toman conducted a study (2010) entitled: The Palestinian media and its effect on the political division (2006-2009). The aim of this study is to investigate the real impact of the Palestinian media during the political division. This study falls under the descriptive historical and analytical method. A sample of (691) university Palestinian students was involved. The results of the study showed that 22.3% of the respondents trusted the Palestinian media. 20.88% of the respondents expressed their confidence in the Arab media. (15.66%) of the sample expressed their trust in the foreign media. The results also showed that (26.9%)the sample members believe that television is the most effective media .Some (78.32%) of the sample believe that media is far from credibility and impartiality. The results also indicated that (80.7%) believe that the media has strengthened the Palestinian political division

Sodki (2009) conducted a study entitled (Trends of Palestinian university students towards media coverage of the Palestine TV channel of internal events -Birzeit University model) (Sodky 2009): The aim of this study

was to identify the trends of Palestinian college students towards media coverage of Palestine space channel of the interior events, in addition to understanding whether the social type, academic level, place of residence, political affiliation and college have impact on the students' attitudes towards the channel's coverage of information. The study was applied on a random sample made up of 329 undergraduate students from Birzeit University

The most important results of this study showed that students' attitudes is passive regarding the role of the channel during the internal conflict, in addition to the channel's policy and program planning.

the study also showed that students relied more the Arab satellite channels, then Arabic-speaking foreign TV satellite, and local radio and television stations (except Palestine and Al-Aqsa channels). The results indicated that there are also significant statistical differences between the students' attitudes towards the media coverage of Palestine Channel for the internal conflict, attributable to affiliation or political orientation variable. The study also showed that there are significant statistical differences between the students' attitudes towards the media coverage of Palestine Channel for the internal conflict, attributable to college. The study also showed that there are significant statistical differences between the students' attitudes towards the media coverage of Palestine Channel for the internal conflict, attributable to place of residence.

A study was carried out by (Al Dalow, 2006) entitled (public Trends towards the means of communication and tactics used in Al-Aqsa Intifada) (Al Dalow, 2006). This study aims to identify the trends of the public towards the means of communication and tactics used in al-Aqsa intifada and to detect the public most important sources of information, media functions and roles, ways of exposure to media and the degree of confidence in the media.

The most important results revealed that modern means of communication are the most favorable to follow al-Aqsa intifada. Television came in the first place followed by radio and finally newspapers. The study also showed that there is no specific time to follow the means of communication. It was found that those who are exposed to media for less than an hour are about (72.3%) compared to (44.7%) who are exposed to the means of communication from one to two hours.

A Study conducted by Abdullah (2003) on (the impact of the Israeli media on the attitudes of the media students of Birzeit University towards "corruption of the Palestinian Authority as a model" (Abdullah, 2003): The aim of the study is to investigate whether the degree of exposure to Israeli media affect the trends among the media students of Birzeit University on the issue of corruption of the Palestinian Authority.

One of the most important results of this study proved the validity of the first hypothesis that there is a positive relationship statistically significant between the degree of a student exposure to Israeli media and his position regarding the corruption of the Palestinian Authority. The study also showed that following-up the Israeli media does not have that effect because the reform of the authority is the first priority of the national action. This finding proves that the second hypothesis is wrong. (Al- Sari, 2011)

### **Commentary on the Related Studies**

After having a closer look at the aforementioned previous studies, both of the researchers found out that those studies aim at highlighting the importance of media in influencing the public by providing them with information on the issue of division and national unity. The focus was, of course on the television.

One can note from the previous studies that some of them were interested in studying media means such as the study of (Al-Talib - Al-Farra & Al- Montasser), whereas the study of (Musa and Abdul Rahim) focused on the attitudes of the public.

The sample of these studies was mainly university students. The current study agrees with the studies of Mousa and Abdul Rahim, Al-Talib - Um Toman, and Al Dalow) in choosing university students as their sample of study.

This study disagreed with that of (Musa) in the sense that most media students relied on following up events of the internal conflict on the Arab satellite channels, then the foreign Arabic-speaking space channels, and local radio and television stations (except Palestine and AL- Aqsa TVs). While this study showed that the media most trusted by students in pursuing the Palestinian division is the Palestinian radio stations, the Palestinian press, and then the Palestinian TV.

This study agrees with the study by (Mousa) in that there are significant statistical differences in the students' attitudes towards the media coverage of Palestine Channel to the events of the internal conflict attributed to the affiliation or political orientation variable. This study also showed that there are significant statistical differences for the impact of political affiliation on students' attitudes towards the way Palestinian TV addresses the political division.

This study disagrees with that of (Mousa.) His study showed that there are significant statistical differences in the students' attitudes towards the media coverage of Palestine Channel for the events of the internal conflict due to the residence variable, while the current study showed there were no significant statistical differences due to the place of residence variable in the students' attitudes towards the way Palestinian TV addresses the political division.

### **Procedures and Methodology**

#### **Limitations of the Study**

The study is limited to temporal and spatial limits: Temporal means the time that the questionnaire will be applied, (the month of May \_ April 2012), the spatial, however, limitations are in the Palestinian universities (Gaza Strip, West Bank)(

- 1). This study was limited to the media and political science students at the Palestinian universities (West Bank and Gaza Strip)
- 2- The study instrument is a questionnaire developed to achieve the goals of the study and answer its questions.
- 3) The results that will be obtained.

#### **Study Type and Methodology**

This study falls within the descriptive studies which deal with studying the current realities of the phenomenon studied: (Trends of university youth towards the way Palestinian television addresses the issue of political division). This approach is an organized scientific effort that aims at obtaining information and data about a phenomenon or more to form a basic data base which helps to diagnose and interpret phenomena, and allow to provide an objective picture of the subject of research. "(Abdul Hamid, 1993)

#### **Population and Sample of the Study**

Al Najah University in the West Bank and the Islamic University in Gaza were randomly chosen from among several universities where media and political science subjects were taught. The population of the media and political sciences departments of the universities was 770 students. The number of students of the media in the two universities amounted to 522; and students of Political Science were 248;

(400 items) were selected for application. These items have been distributed to university students of politics and media according to a stratified random sample system.

Selecting a sample from the students of media and political science was made because of their background knowledge due to their specialization, which allows to assess objectively the way the television handles the issue of political division, depending on a specialized knowledge base. The other reason is that the students will lead the media and politics in the future.

#### **Instrument of the Study**

A Questionnaire was designed and employed as an instrument to collect data regarding students' attitudes towards the way Palestine space channel addresses the issue of political division. It was distributed to students of political science and media at Al-Najah University in the West and the Islamic University in Gaza for this purpose.

#### **The Validity and Reliability Tests for the Instrument**

To guarantee the instrument validity, a questionnaire was presented to a jury of specialists in Political Science and media. They are: Dr. Mohammad Hashim, Dr. Mahmud Alsmasiri, Dr. Adel Sadek of the Faculty of Information, Dr. Nizam Barakat of the Department of Political Science- Dr. Rahim Darwish of Dumyat University.

Face validity refers to the appropriateness of the questionnaire in terms of vocabulary, language and clarity.

In addition a pre-post test for the instrument has been administered to a group from outside the study population to identify the errors contained in the questionnaire; for example, unclear or incomprehensible statements so as to be modified and reformulated as needed.

#### **Instrument Reliability**

The value of reliability Coefficient according to Cronbach alpha is (0.91). This high Value is acceptable for the purpose of this study

#### **Data Analysis**

The SPSS program was used, both the descriptive and the analytical as follows:

- A) at the descriptive level: calculating frequencies and percentages. -Calculating means and standard deviations.
- Simple and combined limits.
- B) At the analytical level: T-test & Chi Square  $\chi^2$  are used to measure the statistical significance among variables.
- Compatibility coefficient to measure the strength of relationship between the variables. One way a nova A-ANOVA.

\_ Role Measurement: Attitudes of media and political science students towards the way Palestine TV addresses political division were measured. Measurement was geared towards measuring cognitive, behavioral and affective impact on the respondents, which is part of the questionnaire represented by question number twenty.

### **The study population and sample**

The study population consisted of all students majoring in political science and media at both Gaza Strip and the West Bank.

### **The study sample**

The study sample consisted of university students in Gaza Strip and the West Bank in the Department of Political Science and media in the Gaza Strip and the West Bank. The number of respondents was (400) male and female students. Following is a description of the study sample:

Members of the study sample by place of residence: (177) from the West Bank, and (223) from the Gaza Strip, - Demographic variables: (sex, permanent residence, temporary residence, political affiliation, age, specialty) for all members.

The results showed that males who were involved in the study constituted (49.8%). This percentage is lower than that of the females which amounted to (50.3%); while the city dwellers amounted to (57.8%); and the villagers sample formed (22.3%); and residents of the refugee camps represented (20.0%) of the total sample. As for those residing in the West Bank, they represented (44.3%); and the percentage of those living in the Gaza Strip was (55.8%). The table also shows that those who are politically independent constituted (50.0%); and those belonging to a party (50.0%). The table also points out that sample members are aging between (17-19) constituted (25.5%); and those who are (20-22) formed (49.0%). The sample members who are (23-25) years old represented (19.5); and those who are (26 and older) represented (6.0%) of the total sample. The table also indicates that the percentage of students in the media both males and females involved in the study amounted to (67.8%); while males and females students of political science constituted (32.3%) of the total respondents.

### **Rates of Watching Palestinian Television**

The results showed that viewers who always watch the Palestinian television amounted to (10.5%), whereas those who sometimes watch it constituted (30.8%); and those who rarely watch it formed (21.5%); but those who never watch the Palestinian television formed (37.3%) of the total members of the sample. These results are attributed to the multiplicity of satellite channels and their diversity, and the viewers' lack of dependence on the Palestinian TV, due to the presence of other great potential channels competing with the Palestinian official TV which conveys the point of view of the Palestinian Authority; consequently the ratios of viewers of the channel was negatively affected.

### **Description of the study sample reasons for not watching the Palestinian television**

The results showed that the item which got the highest percentage for not watching the Palestinian television due to lack of sufficient credibility is the one which got (57.0%); followed by (55.0%) for the lack of confidence in the programs presented. The item which states that the respondent does not have TV got (9.4%). Both researchers attributed these ratios to the fact that the Palestinian channel is an official TV; therefore the layman lost trust and credibility in this channel because it represents the opinion of one faction.

The first question: To what extent do the audience follow-up the Palestinian television, and how much time do they spend in watching various television programs?

The results indicated that the evening period got the highest mean of (1.52) and a standard deviation of (0.665). In the second place came the night period with a mean of (1.43) and a standard deviation of (0.662). In the third place came the morning period with a mean of (1.35) and a standard deviation of (0.622). Finally the afternoon got the lowest mean of (1.32) and a standard deviation of (0.603).

### **Second: the size of Viewing**

Results Indicated that the percentage of watching Palestinian television for less than an hour came in the first place with (64.9%); and those who watch it from one to two hours came in the second place with (23.9%); and those who watch it from three to four hours came in the third place with (8.4%); and those who watch it for five hours or more came in the last place with (2.8%).

The second question: What are the reasons for watching the Palestinian TV from the members of the study sample point of view?

The results showed that the first reason for watching Palestinian television was due to the fact that it presents pictures and voice compared to other media with a percentage of (42.6%); and in the second place came the item which states "it is a national media I am proud of" with a mean of (33.6 %). In third place came the item which states "it is a good way for entertainment" by (30.4%). The table also shows that the first reason for watching which got the highest mean because "it presents a voice and a picture compared with other media" with a mean of (0.43) and a standard deviation of (0.496); which is the same reason that got the highest percentage, followed by the second reason "because it is the national media I am proud of" with a mean of (0.34) and a standard deviation of (0.473). It is also the same reason which won second place in the ratios.

The third question: What are the favorite television programs to the respondents of the Palestinian public, and

what is their assessment of the content?

The results showed that the news summary came first under the variable of always by (42.2%); followed by the main news bulletins by (34.8%); and the lowest rate of watching went to viewing (Palestinian stations) by (14.4%); while came in the first place under the variable of sometimes a Program entitled (open talks) by (54.3%). Both researchers attributed these results to the fact that the news summary offers the most important news briefly.

As for evaluation, the results showed that the highest proportion of assessment under the variable Excellent went to the news summary by (30.1%). In the second place came the *file of today* program and the main news bulletins by (27.7%). Under the very weak variable came the program named *Palestinian clips* and *daily concerts* by (20.1%); followed by *nostalgia about the old days* program by (17.7 %). The table also indicates that the program of "Open Talks" earned the highest mean among the assessment of other programs by (3.59) and a standard deviation of (1.163). The researchers attributed this program's success to its candor, as well as to its daring approach in tackling hot issues.

The fourth question: What are the habitual and expediency motives that make the Palestinian public view the Palestinian TV?

The results indicated that realizing (what is happening around me) received the highest mean of (.50) and a standard deviation of (0.501); followed by (Learning how people behave in different situations) with a mean of (0.29) and a standard deviation of (.430). Results also showed that the highest mean reached (0.27) and a standard deviation of (0.446) in favor of the fun and enjoyable motive, followed by the item "to quickly pass the time" with a mean of (.26) and a standard deviation of (0.437).

The fifth question: What television programs focus on the issue of political division more than others?

The results showed that "inside look" program was ranked first under the variable "very much" by (27.5%), while the "news summary" obtained the highest percentage among programs that deal with issues of interest to the public under the variable "very much" by (32.9%); the "open talks" program, however, recorded the highest mean of (3.46) and a standard deviation of (1.216).

The Sixth question: "To what extent does the Palestinian television reflect credibility by showing all opinions on the issue of political division?"

The results proved that the item which stipulates that "the TV intensively broadcasts news related to the Palestinian Authority more than others" occupied the highest percentage under the variable always by (41.4%), followed by an item which stipulates that "the TV focuses on news of the Palestinian official figures in the West Bank more than focusing on the official personalities of Gaza Strip" by (39.8%). The lowest percentage (13.1%) of the same variable "always" went to the two items which stipulate that "the TV. presents facts and cares about the interests of the society". Broadcasting news related to division without prejudice to any party got the highest percentage of (37.8%), under a variable of "does not enjoy credibility" The table also shows that the item which received the highest mean is the one which stipulates the TV (focuses on the personal news of the official Palestinian figures in the West Bank more than on the public figures in the Gaza Strip). The mean is (2.96) and the standard deviation is (1.037). Both researchers attributed these results to the assumption that the official Palestinian television represents one faction, and all issues are viewed from one perspective.

The Seventh question: What are the attitudes of respondents towards the way the Palestinian TV handles the issue of political division and the impact of this division on the priorities and issues which the Palestinian television cares about?

#### **First: The television treatment of the political division**

The results showed that the Palestinian television conveys only the point of view of one faction. This item was ranked first under "strongly agree" variable by (41.4%), and under the variable "agree" by (30.7%). The table shows that the item which states that "the Palestinian television is an independent media organization won the highest percentage amounted to (34.7) under the variable of "not strongly agree". The table also indicates that Palestinian television conveys the point of view of one faction took the highest mean of (3.86) and a standard deviation of (1.252), it is the same item that got the highest percentage

#### **Second: The Impact of the Palestinian division on issues of interest to the Palestinian TV.**

The results indicated that the issue of the Israeli war on the Gaza Strip took the highest percentage (32.7%) under "strongly agree" variable and the issue of the daily Israeli practices got the highest percentage (31.1%) under "I agree" variable. Whereas a theft case of natural resources by the occupying authority got the highest percentage of (30.3%) under "strongly disagree" variable. The Israeli war on the Gaza Strip won the highest mean of (3.67) and a standard deviation of (1.196), which is the same issue that got the highest variable under "strongly agree and agree", followed by the electricity and fuel crisis in the Gaza Strip with a mean of (3.47), and a standard deviation of (1.285). The researchers attributed this result to the viewer who lies under the Israeli occupation and he is interested in knowing the latest news in the Israeli-Palestinian conflict. Consequently, it is natural that he follows the war on the Gaza Strip and the circumstances of the siege, in addition to the crisis of electricity and



fuel.

### **Third: Priorities of the Palestinian Television**

The results showed that resisting the occupation has taken the highest mean of (3.87) and a standard deviation of (1.221), followed by the issue of refugees with a mean of (3.57) and a standard deviation of (1.219), while The issue of apartheid got the lowest mean amounted to (3.13) and a standard deviation of (1.331).

### **Question Eight**

“What are the attitudes of the public towards the role played by the Palestinian television towards addressing the issue of political division?”

The results show that the item which states that “the Palestinian television deepens the internal political division” got the highest percentage of (35.1%) under “Strongly agree” variable; and got the highest percentage of (33.1%) under the variable “agree”. The two items which stipulate that the Palestinian TV fights Palestinian political division and does not care much about the issue of division obtained the highest percentage of (19.9%), under the variable “disagree”, while the item which stipulates that Palestinian TV does not have any role in the issue of Palestinian political division got the highest percentage of (39.8%), under “strongly agree” variable. The table also indicates that the highest mean (3.80) and a standard deviation of (1.180), went to the first item which states that the (Palestinian TV deepens the division); this is the same item that got the highest percentage under “strongly agree” variable.

Question Nine: What are the attitudes of the respondents towards the Palestinian Television way of addressing political division?

The results showed that the highest percentage of (39.8%) went to the item which states that Palestinian TV (does not allocate enough space for the political views contrary to that of the authority in Ramallah). The item which stipulates that “the TV does not care to present the political point of view contrary to the Palestinian Authority” was ranked the last with a mean of (17.5) under “strongly disagree” variable. The table shows that the highest mean (3.67) and the standard deviation (1.370) was won by the item which states that Palestinian TV (does not allocate enough space for the political views contrary to the authority’s in Ramallah),

Question Ten: What is the status of Palestinian television as a source of information to the public on the issue of the political division, compared with the rest of the other media outlets? The results showed that the Palestinian TV got the highest confidence amounted to (26.7%) under “I highly trust it” variable. The Palestinian press got the highest degree of trust by (26.3 %) of the respondents. One can observe from the table that Palestinian radio took the highest mean of confidence of (4.15) and a standard deviation of (1.369); followed by the Palestinian press with a mean of (4.09) and a standard deviation of (1.301).

Question Eleven: What effects resulted from the public reliance on Palestinian television as a source of information on the issue of the political division? ”

The results showed that the highest percentage obtained by the item “my knowledge about the reasons that led to the division increased by a percentage of (28.7%) under “strongly agree” variable. The item which states “I am becoming more aware of events experienced by the Palestinian community” got the highest percentage of (35.1%) and the item which stipulates that “ it made me participate in the dissemination of ideas and opinions” got the lowest percentage by (17.5) under “I agree” variable. The item which stipulates that “my knowledge increased of the reasons that led to the division” came at the lowest rate of (21.9) under “strongly disagree” variable. The table also indicates that the highest mean came in favor of the cognitive effects of the first item, which states: (my knowledge of the reasons that led to the division increased), and got the highest mean of (3.51) and a standard deviation of (1.303). This is the same item that got the highest percentage.

Question Twelve: What degree of reliance that respondents attach to Palestinian television when exposed to contradictory information, or difficult to understand, and how to get other information about the Palestinian division?”

The results showed that the percentage of those who resort to the Palestinian television when they are highly exposed to contradictory information is (10.4%); the percentage of those who have the desire to obtain important information about the division under the same variable is (11.2%). The percentage under the item of getting exciting information under the same variable came by (10 %). Of course, this is a very serious.

### **Testing the Hypotheses**

Testing the first hypothesis: Are there significant statistical differences at ( $0 < 0.05$ ) among the study variables (credibility, attitudes, the TV role, priorities and confidence) attributed to the study variables (sex, specialization, place of residence and political affiliation).

**First: Sex**

**Table 1:** shows means, standard deviation, T test for the impact of sex on the variables.

variables	Sex	No.	Means	Standard Deviation	T Value	Degrees of Freedom	Significance level
Credibility	male	140	2.48	0584	-0133	249	0910
	female	111	2.49	0556			
Attitudes of students towards the way the Palestinian TV addresses the Palestinian division	male	140	3.54	0837	0895	249	0371
	female	111	3.45	0795			
Role of the Palestinian TV.	male	140	2.92	0760	-0549	249	0583
	female	111	2.97	0791			
Priorities	male	140	3.36	0904	-0052	249	0959
	female	111	3.37	0817			
Confidence	male	140	3.68	0715	-0831	249	04
	female	111	3.75	0733			

Table (1) shows that there are no significant statistical differences ( $\alpha = 0.05$ ) due to the effect of sex on credibility variable. The value of (T) is (-0113), a value which is not statistically significant at a level less than (0.05). There are no significant statistical differences in all items shown in the table above.

**:Second: Specialization**

**Table 2:** shows Means, standard deviations test for the impact of specialization on the variables.

variables	Sex	No.	Means	Standard Deviation	T Value	Degrees of Freedom	Significance Level
Credibility	Media	172	2.42	.583	-2.435	249	.016
	Political science	79	2.61	.523			
Attitudes of students towards the way the Palestinian TV addresses the Palestinian division	Media	172	3.52	.822	.498	249	.619
	Political science	79	3.46	.814			
Role of the Palestinian TV.	Media	172	2.84	.814	-3.236	249	.001
	Political science	79	3.17	.619			
Priorities	Media	172	3.39	.957	.631	249	.529
	Political science	79	3.32	.622			
Confidence	Media	172	3.70	.751	-.351	249	.726
	Political science	79	3.74	.660			

**Table (2) shows the following:**

- There are significant statistical differences attributed to the impact of specialization on credibility, as the value of (T) is (-2.435). This value is statistically significant at less than (0.05). Differences came in favor of political science at a mean of (2.61). It turns out that there are significant statistical differences (in the role of Palestinian TV, as the value of (T) is -3.236). This value is statistically significant at less than (0.05). Differences came in favor of political science at a mean of (3.17)
- There is no significant statistical differences attributed to specialization in the variable of students' attitudes towards the way the Palestinian television addresses political division, as the value of (T) is (0.498). This value is not statistically significant at a level less than (0.05). The table also indicates that there is no effect for specialization on the priorities variable, as the value of (T) is (0.631), and there are no significant differences in the confidence variable, as the value of (T) is (-.351).

**Third: Place of Residence**

Table 3: shows Means, standard deviations, (T) test for the impact of place of residence.

variables	Place of Residence	No.	Means	Standard Deviation	T Value	Degrees of Freedom	Significance Level
Credibility	West Bank	126	2.75	.356	8.376	249	.000
	Gaza Strip	125	2.22	.620			
Attitudes of students towards the way the Palestinian TV addresses the Palestinian division	West Bank	126	3.46	.704	-.809	249	.419
	Gaza Strip	125	3.54	.920			
Role of the Palestinian TV.	West Bank	126	3.34	.695	9.476	249	.000
	Gaza Strip	125	2.54	.630			
Priorities	West Bank	126	3.38	.600	.232	249	.817
	Gaza Strip	125	3.35	1.070			
Confidence	West Bank	126	3.82	.623	2.465	249	.014
	Gaza Strip	125	3.60	.797			

**Table 3: shows the following:**

-There are significant statistical differences attributed to the impact of place of residence and credibility, as the value of (T) is (8.376). This value is statistically significant at a level less than (0.05). Differences came in favor of the West Bank at a mean of (2.75). The table also indicates that there are significant statistical differences in the role of Palestinian television as the value of (T) is (9.476). This value is statistically significant at less than (0.05). Differences came in favor of the West Bank with a mean of (3.34)

-There are no significant statistical differences in the variable of the Palestinian television way of addressing the political division as the value of (T) is (-.809), and in the variable of priorities the value of (T) came (-.232)

-There are significant statistical differences in the confidence variable as the value of (T) is (2.465). This value is statistically significant at less than (0.05). The statistical significance was (-014). This means that there are significant statistical differences in the variable of credibility due to the place of residence.

**Fourth: Political Affiliation**

Table 4: shows means, standard deviations, (T) test for the impact of political affiliation

variables	Political Affiliation	No.	Means	Standard Deviation	T Value	Degrees of Freedom	Significance Level
Credibility	Independent	129	2.53	.567	1.254	249	.211
	Party member	122	2.44	.573			
Attitudes of students towards the way the Palestinian TV addresses the Palestinian division	Independent	129	3.39	.816	-2.137	249	.034
	Party member	122	3.61	.809			
Role of the Palestinian TV.	Independent	129	2.88	.802	-1.209	249	.228
	Party member	122	3.00	.739			
Priorities	Independent	129	3.27	.905	-1.727	249	.085
	Party member	122	3.46	.813			
Confidence	Independent	129	3.66	.704	-1.127	249	.261
	Partisan	122	3.76	.740			

-Table 4 :shows that there are significant statistical differences attributed to the impact of political affiliation on the students attitude towards the way the Palestinian television addresses the Palestinian division, as the value of ( T) is (-2.137). This value is statistically significant at less than (0.05).Differences came in favour of a partisan with a mean of (3. 61)

There are no significant statistical differences in the credibility variable, as the value of (T) is (1.727) and (1.127) in the confidence variable.

**Testing the second hypothesis:** There is a significant statistical relation between the place of residence and political affiliation at the significance level ( $\alpha < 0.05$ )

**Table 5:** Shows percentages, frequencies, chi square  $\chi^2$  for the study sample according to their political affiliation (independent, partisan) in the West Bank and Gaza Strip)

Place of Residence	Political Affiliation		Chi Square $\chi^2$	Significance Level
	Independent	Partisan		
West Bank	75	42.4	102 57.6	7.388 .007
Gaza Strip	125	56.1	98 43.9	

**Table 5** refers to a correlative relation between the place of residence ( The West Bank and Gaza Strip) and the political affiliation ( independent or partisan) as the value of Chi Square is (7,388) and the level of significance 0.007. Differences were in favour of political affiliation (partisan in the West Bank and (independent) in the Gaza Strip. Thus the hypothesis is accepted.

**Testing the third hypothesis:** There is a significant statistical relation among the study variables (age, specialization, place of residence and political affiliation) and the ratio of exposure at the significance level ( $0 < 0.05$ ).

**Table 6:** Shows percentages, frequencies, chi square  $\chi^2$  for the study sample according to their age, and the exposure rate for the Palestinian TV.

Variables	Less than an hour	1-2 hours	3-4 hours	5 hours or more	Chi square	Significance Level
Age 17-20	16.6 27	23.3 14	4-19	5 -71.4	35,12	0,000
22-20	57.7 94	51.7 31	8-38.1	1-14.3		
25- 23	21.1 36	20 12	14.3 3	...-		
26 or more	3.7 6	5 3	6-28.6	1-14.3		
Specialization Media	116- 71.2	38 63.3	12-57.1	9-42.9	3,497	0,321
Political science	28,8-47	22 36.7	9-42.9	1-14.3	7,648	0,265
Place of residence	54 88	68.3 41	8-38.1	5-71.4		
Village and Rural areas	23.3 38	18.3 11	7-33.3	1-14.3		
Refugee camp	22.7 -37	13.3 8	6-28.6	1-14.3		
Political Affiliation Independent	50.9 -83	56.7 34	6-28.6	6-85.7	8.362	0,039
Partisan	49.1 -80	43.3 26	15-71.4	1-14.3		

**Table 6:** shows that there is correlation between age, political affiliation and reliance on Palestinian television when exposed to contradictory information about the Palestinian division .Therefore, the hypothesis is accepted. The table also shows there is no correlation between dependence on Palestinian television when exposed to contradictory information about the Palestinian division according to specialization and place of residence. Therefore, the hypothesis is rejected

#### Testing the Fourth Hypothesis

There is a statistical significant relation among the study variables (age, specialization, place of residence, and political affiliation at the significance level ( $0 < 0.05$ ).

**Table (7):** shows percentages, frequencies for members of the study sample by age, specialization and place of residence, political affiliation and reliance on Palestinian television when exposed to contradictory information about the Palestinian division.

Variables	Rarely	Sometimes	Always	Chi square	Significance Level
Age 17-19	18.6-24	20.8-20	23.1-6	24,735	0,000
22-20	59.7-77	52.1-50	26.9-7		
23-25	20.2-26	20.8-20	19.2-5		
26 or more	1.6-2	6.3-6	30.8-8		
Specialization Media	75.5-91	67.7-65	61.5-16	.862	0,650
Political science	29.5-38	23.3-31	38.5-10	5,481	0,241
Place of residence	54.3-70	21.7-28	24-31		
Village and Rural areas	61.5-59	25-24	19.2-5		
Refugee camp	24-31	13.5-13	30.8-8	10,463	0,005
Political Affiliation Independent	48.8-63	51.5-59	26.9-7		
Party member	51.2-66	38.5-37	73.1-19		

Table No. (7) Shows a relationship between reliance on Palestinian television when exposed to contradictory information about the Palestinian division by place of residence, political affiliation at the significance level (0.005). So the hypothesis is accepted. The table indicates that there is no relationship between dependence on Palestinian television when getting information about the Palestinian division according to age, specialization, consequently, the hypothesis is rejected.

#### Testing the Fifth Hypothesis

There is significant statistical relation among the study variables (age, specialization, place of residence and political affiliation) and the reliance on the Palestinian television when obtaining information on the Palestinian division at the significance level ( $0 < 0.05$ ).

Table No. (8) Shows percentages, frequencies and chi square test for members of the study sample age, specialization and place of residence, political affiliation and reliance on Palestinian television when getting information about the Palestinian division.

Data on the Division Variables	Rarely	Sometimes	Always	Chi square	significance Level
Age 17-19	15-13.5	24.1 27	28.6 8	9,796	0,134
22-20	64-57.7	52.7 59	17.9 20		
23-25	26-23.4	17.9 20	17.9 5		
26 or more	6-5.4	5.4 6	14.3 4		
Specialization Media	80-73	68.8 77	14 50	5,476	0,056
Political science	30-27	31.3 35	14 50	13,762	0,008
Place of residence: City	72-64.9	53.6 60	35.7 10		
Village and Rural areas	15-13.5	26.8 30	42.9 12		
Refugee camp	24-21.6	19.6 22	21.4 6	7,329	0,026
Political Affiliation Independent	50-45	60.7 68	39.3 11		
Partisan	61-55	39.3 44	60.7 17		

Table No. (8) Shows a relationship between dependence on the Palestinian television when exposed to contradictory information about the Palestinian division according to place of residence, political affiliation at the significance level (0.05). Thus the hypothesis is acceptable. The table also shows that there is no relationship between dependence on the Palestinian TV when getting information about the Palestinian division according to age and specialization, and so the hypothesis is rejected...

**Testing the Sixth Hypothesis:** There is a significant statistical relation among the study variables (age, specialization, place of residence, and political affiliation) and the reliance on the Palestinian television in understanding topics related to the political division at ( $0 < 0.05$ ).

Table (9): Shows percentages, frequencies and chi square test for the study sample's age, specialization, place of residence, political affiliation and reliance on the Palestinian television in understanding topics concerning the

division.

Data on the division Variables	Rarely		Sometimes		Always		Chi square	significance Level
Age 17-19	19.5	26	20.4	19	20	5	15.873	0,014
22-20	56.4	75	52.7	49	40	10		
23-25	18.8	25	23.7	22	16	4		
26 or more	5.3	7	3.2	3	24	6		
Specialization Media	71.4	95	66.7	62	60	15	1.511	0,470
Political science	28.6	38	33.3	31	40	10	4.818	0,307
Place of residence: City	54.9	73	61.3	57	48	12		
Village and Rural areas	25.3	27	24.7	23	28	7		
Refugee camp	24.7	33	14	13	24	6		
Political Affiliation Independent	52.6	70	55.9	52	28	7	6.319	0,042
Partisan	47.4	63	44.1	41	72	18		

Table (9) shows a relationship between reliance on Palestinian television in understanding the topics related to the division according to age, political affiliation at (0.05), and so the hypothesis is accepted. The table also indicates that there is no relationship between dependence on Palestinian television in understanding the topics related to the division according to specialization, place of residence and so the hypothesis is rejected.

**Testing the Seventh Hypothesis:** There is a significant statistical difference at the level of confidence in the television as a source of information on the issue of division according to sex. To test this hypothesis, means and standard deviations were calculated and the independent sample T test was administered.

**Table (10):** Shows means, standard deviations and T-test between the levels of confidence in television as a source of information on the issue of division according to sex.

sex	Number	Mean	Standard Deviation	Value of T	Degree of Freedom	significance Level
male	140	1.814	1.814	-.412	249	.681
female	111	1.536	1.536			

The above table number (10) shows that there is no significant statistical difference between the levels of confidence in the television as a source of information on the issue of division, according to sex, therefore the hypothesis is rejected and the alternative hypothesis was accepted.

### The Most Important Findings

- The results of the study showed that the most important reasons for not watching the Palestinian television is that it lacks credibility and sufficient confidence.
- The results of the study showed that Palestinian television has a role in the Palestinian division, as the item (Palestinian TV deepens the division) ranked first with a mean of (3.80). The Television treatment of the Palestinian political division is negative.
- The results of the study showed no significant statistical differences attributed to the impact of sex on credibility, attitudes, role of television, priorities and confidence variables, where the significance level was less than (0.05).
- There are significant statistical differences attributed to the impact of place of residence, credibility, where the statistical function was (.000). The differences came in favor of the West Bank at a mean of (2.75).
- There is a significant statistical relation among the study variables (age, specialization, place of residence and political affiliation) and the rate of exposition to the TV at ( $\alpha < 0.05$ )

### Recommendations

In the light of the findings, the researchers recommend that:

1. Programs offered by the Palestinian television should vary to meet the needs of the Palestinian viewers.
2. TV program presenters be qualified and prepared in order to make viewers of the Palestinian space channel watch it more.
- 3 Palestinian satellite channels. Should be promoted and its importance should be emphasized to the Palestinian viewers.
4. The Palestinian channel should present local issues of concern to the Palestinian citizen, especially the political division.
5. Palestinian channel should be urged to present the views of others rather than that of the official governmental viewpoint.

6. Palestinian channel should be urged to focus not only on official government figures, but it also hosts other national figures.
7. It is recommended that the Palestinian channel broadcast programs through radio, so that everyone anywhere and anytime can listen to them.
8. It is recommended that the Palestinian TV become a platform for all Palestinians, addressing the crucial issues of the homeland and the citizen.

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((43) Pre-source: Trian Majid, *The Palestinian Press the Origin and Evolution* , on the Internet, <http://www.minfo.ps/arabic/index.php?pageess=main&id=137>

(44) Tayeh, Abdullah, *Cultural Media on Radio and Television*, Ramallah, Dar Al-Majid Printing and Publishing House, Ed. 1, 2006, p 15

(45) Management, (2003). *A Special Report on the Satellite Channel and Television of Palestine*.

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