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The Impact of Non-Arabic Media Broadcasting in Arabic on the Arab Audience: News Coverage on the Russian-Ukrainian War in Al-Hurrah and Russia Today Channels: A Case of study from 2022 to 2023

Mohammad Omar Hasan

ISTANBUL AYDIN UNIVERSITY, Istanbul, Türkiye

Email: momarhasan@stu.aydin.edu.tr

Abstract. Non-Arabic media broadcasting in Arabic has become increasingly prevalent in the Arab world, offering an alternative perspective to the predominantly Western-oriented media outlets in the region. This article examines the impact of non-Arabic media broadcasting in Arabic on the Arab audience's perception of the Russian-Ukrainian war, focusing on the news coverage provided by Al-Hurrah and Russia Today channels from February 2022 to February 2023. The article explores how the news coverage of these channels shapes the Arab audience's understanding of the conflict, and how it contributes to shaping the overall narrative and discourse around the issue. The article draws on qualitative data from interviews and focus groups with Arab viewers, as well as content analysis of the news coverage provided by the two channels. The findings of the article provide insights into the complex and varied impact of non-Arabic media broadcasting in Arabic on the Arab audience, highlighting the importance of considering the audience's pre-existing attitudes and beliefs, the quality and accuracy of the news coverage, and the broader political and social context in which the news is received.

Keywords: Non-Arabic media, Arabic audience, News coverage, Russian-Ukrainian war, Al-Hurrah channel, Russia Today channel.

A. INTRODUCTION

In today's world, the media plays a significant part in the conduct of contemporary warfare by tilting the balance of public opinion in favor of certain camps. The purpose of this is to determine the degree to which freedom of speech and the degree to which media freedoms impact the perceived significance of journalists about a variety of characteristics. And because freedoms of media and expression are non-existent in these countries, which are repressive states according to the order of indicators of many organizations, associations, and centers of studies concerned with human rights, in particular (Kreishan, 2022). However, During the past

century, the world witnessed a great change at all levels, starting with the emergence of superpowers and the collapse of others, as the world was constituted the beginning of a new polarity in which the United States of America imposed its name as the most prominent player that dominates international decision-making through military force and technological and industrial dominance, especially with the decline of empires that were dominant before. This major change in international politics was accompanied by a change in the living patterns of societies. People have become confused as a result of these changes, especially in countries that have witnessed changes at the level of regimes as a result of losing wars directly or as an indirect result of wars that led to a change in the global system. It was natural for people to resort to searching for facts away from what politicians say in those countries. The beginning of the last century also witnessed the launch of a media outlet that constituted a major source for delivering information to the masses at that time and played a major role in influencing the masses, which is the radio, which was launched with the establishment of KDKA radio in 1920 in the United States and was followed by the British BBC two years later.

As a result of the rapid global changes at the beginning of the last century, a state of searching for democracy appeared in many societies, which led to a decline in people's confidence in officials. Therefore, it was necessary for states to rely on the media, such as printed press, magazines, and radio stations, to try to influence and direct public opinion. This led to an increase in governments' interest in the media as a means of influencing the masses and serving the agendas that governments and countries seek to implement. This is what is known as propaganda. Propaganda was an important player, especially in times of war, and an example of the use of propaganda was what Germany did through the Minister of Propaganda, Dr. Goebbels, during World War II, who introduced the propaganda system to the German war efforts. On March 12, 1939, German forces entered Austria with the formation of a fifth column that was able to control the Austrian army and police forces. The German forces also distributed more than 100,000 radios to the Austrians in order to deliver German propaganda to them, and they succeeded in that, as Austria was annexed to the Third Reich without firing a single shot. German propaganda through the media also focused on directing psychological warfare against Britain by spreading news about the futility of standing up to German forces and that victory over Germany is hopeless, and at the same time broadcasting messages to strengthen the national spirit of the Germans to increase their confidence in victory.

During these years, it became clear to governments the need for strong and mass media capable of influencing the public inside or outside the country. However, it suggests a potential issue regarding the impact of non-Arabic media broadcasting in Arabic on the Arab audience in the context of news coverage of the Russian-Ukrainian war, specifically examining the Al-Hurrah and Russia Today channels. The problem may be related to potential biases, inaccuracies, or propaganda in the news coverage, which could affect the audience's perception and understanding of the conflict.

B. Problem Statement

After the development of new communication technologies, restrictions imposed by both time and place were rendered obsolete, and internet broadcasting existed. As content from conventional forms of media was transferred to online platforms, a new sort of media began to develop. (Beğendik, 2019). This sort of media ultimately resulted in the developing of a hybrid media product by concurrently providing content on many conventional channels, such as radio, television, and newspapers. Internet users could exchange enormous amounts of data as connection speeds increased, which benefited everyone involved. The sharing of images, music, and videos has become more straightforward due to this development. The growth of enormous quantities of digital data transmission and, as a result, video sharing, which demands a high internet connection, opened the door for video broadcasting over the internet. As a result of the proliferation of online video sharing, several new platforms have become available that are devoted to video-based internet broadcasting.

The problem statement of foreign-language media in politics concerns the roles, goals, and impact of media outlets that broadcast or publish content in languages other than the dominant language of a country or region on international relations and politics. This can include issues such as the influence of foreign-language media on public opinion, the role of these media outlets in shaping foreign policy, and how these media outlets may be used as tools of propaganda or disinformation by foreign governments or other actors. It can also examine the impact of foreign-language media on the communication and understanding between countries and how it affects the representation of unfamiliar cultures to the domestic audience.

The article of foreign-language media involves analyzing the roles and goals of media outlets that operate in languages other than the dominant language of a particular country or region. This can include examining how these outlets shape public opinion and influence international relations and how they are affected by government policies and regulations. Some key issues that may be studied in this field include censorship, propaganda, and the impact of technology on cross-cultural communication. Researchers may also explore the role of foreign-language media in promoting cultural exchange and understanding between different countries and communities. However, the research does not consider that “The increasing global interconnectedness and the rise of digital technologies have led to the proliferation of foreign-language media outlets, raising questions about their role, goals, and impact on international relations and politics. Despite the growing importance of foreign-language media, there is limited research on how these outlets shape public opinion, international relations, and political discourse (Lim & Apple, 2018; Kim & Tam, 2018). This study examines foreign-language media’s roles, goals, and international relations implications in politics.”

C. Background of the study

Most of the Arabic-speaking media are either owned by governments, as indicated by the research, and therefore they are consistent with what they want. Governments broadcast it or deliver it to viewers and listeners or it is owned by private companies, which in turn are subject to the policy of the country from which it is broadcasting and the laws of that country. In this article, I look at Western and non-Arab media which broadcasts its content in the Arabic language, including the institution in which I work, TRT Arabic, and a number of satellite channels belonging to non-Arab countries, such as the British BBC, the American Al-Hurrah channel, the Russian channel Russia Today, the French channel France 24, the German channel DW, and there Chinese and Iranian channels all chose to broadcast their content in Arabic to target the Arab audience. However, because the number of these channels is large, I decided to shorten the article to two important channels, namely Russia Today, the Russian Channel and the American AlHurra channel. In order to be able to answer the questions I raise in the article, I searched for a prominent event that these channels dealt with during the period of preparing the research, and I did not find the most important from the Russian-Ukrainian war to be the subject of analysis for this research, especially since Russia and the United States are considered an essential part of this the crisis. However, during the research, I touched on the history of the media and its development over time to show the importance that the media has become for countries and how it still occupies an advanced position in the public's choices for obtaining news, especially official news, although its role has been affected recently with the spread of social media interests.

D. Significance of Research

The research has focused on foreign-language media, which can have significant implications for understanding how different cultures and societies are represented and how media shape public opinion and international relations. This research can provide insights into how others perceive unfamiliar cultures and communities and how media can influence public opinion and shape international relations. Additionally, research on foreign-language media can provide insights into the role of media in shaping language learning and acquisition and its impact on language policy and planning. There has been an increase in behavioral studies on "fake news" (false news headlines presented as if they were real) and other types of disinformation in tandem with the growth in worldwide concern about the spread of misinformation on social media. (Pennycook et al., 2021). The research goals in this area can include understanding how media representation affects intercultural communication and relations, how media can be used as a soft power tool in international relations, and how media can influence language learning and policy. However, "fake news" refers to made-up stories that seem like those in the media but are not based on actual events or have legitimate news value. Conversely, fake news sites do not follow legitimate news organizations' editorial standards and procedures. In addition,

some misinformation (false or misleading information) and disinformation (incorrect information propagated maliciously) overlap with fake news. (Lazer et al., 2018).

Using social media and TV channels to stay informed has positive and negative aspects. People seek out and consume news via social media because of its cheap cost, quick access, and fast information delivery. Conversely, it facilitates the widespread distribution of "fake news," or news of dubious veracity. The general circulation of false information might have devastating consequences for people and communities. Therefore, detecting false statements on social media is a new area of study that has garnered much interest lately. Traditional news outlets' detection algorithms could be more effective and relevant when applied to the particular features and problems of social media fake news identification. First, because fake news is purposefully designed to deceive readers into believing false information, detecting it only based on news content is challenging and nontrivial. Additional information, such as social interactions on social media, is needed to make this judgment. Second, people's social contacts with false news generate large amounts of incomplete, unstructured, and loud data, making extracting useful information difficult. (Shu et al., 2017). However, "fake news" has been around for a while. Researchers have used it to denote various concepts, including political satire, news parody, propaganda, and even deceptive advertising (Tandoc et al., 2017). Newer research applies the term to a narrower phenomenon of lies disguised as news intended to mislead. According to Allcott and Gentzkow (2017), "news pieces that are purposely and verifiably untrue and potentially mislead readers" are examples of fake news. According to Lazer et al. (2018), the phrase "fake news" describes "material that is intentionally designed to seem like news media content but is not news in terms of its structure or its purpose." There is a focus on these definitions' format, meaning, and veracity. Fake news is misinformation that seems to be news to trick its audience into believing it is the real thing, but it is just another form of deception.

E. Propose of study

I am a journalist and I have been working as a news broadcaster for more than 15 years. I have worked for a few international media organizations such as BBC and Sky News Arabia. I am now working for the Turkish Arabic-speaking TRT channel. This is a major reason for choosing the subject of my article because I am considered part of these channels that It broadcasts its content to the Arab world. And since I know that many viewers do not know the background of these channels and the reasons for broadcasting news in the Arabic language, I also shed light through this article on the importance of visual media in light of the era of speed of information.

F. Research questions

This article compares and contrasts two worldwide Arabic-language media sources (Russia Today and AL-HURRA in Arabic), both of which are located in different countries but transmit to Arabic-speaking countries around the world. These are all very important inquiries into the group's origins, current beliefs, and motivations for spreading their word across the Arabic-speaking globe. In particular, this research hopes to answer the following questions:

RQ1: What are the objectives of States in establishing media channels in foreign languages and are these objectives declared?

RQ2: What general ideologies are these media channels trying to present to the Arab world?

RQ3: What are the most important current ideas that these news channels are trying to present to the Arab world regarding current world events?

RQ4: What are the roles played by these channels in the field of awareness, culture and community support?

G. Research Objectives

The article aims to know the real goals behind the establishment of foreign countries television news channels speaking in the Arabic language and if there are unannounced goals for these channels. The article also examines the messages broadcast by these channels to Arab viewers and the extent of their impact on Arab societies and whether these television channels have any repercussions on societies in terms of culture or economy.

H. Research Methodology

This research adopts qualitative approach. It is used to gather in-depth insights and generate rich descriptions of complex phenomena. Here are some key elements and references related to qualitative research methodology (Patton, 2015). Under the qualitative model, a simplified version of Assarroudi et al.'s (2018) directed qualitative content analysis (DQCA) was used. In the present case, the object of article was the transcribed conversations. (Graneheim et al., 2004). Supervisees' academic performance and technical, behavioural, and educational problems were classified using prior research and theory (Mayring, 2000, 2014) to extract the associated meaning from the data (Elo et al., 2008). Inter-coder dependability (Vaismoradi et al., 2013) was improved because multiple researchers independently decoded the data and addressed the challenges of minimising disparities. (Assarroudi et al., 2018). The meaning units were used to pick fixed samples, which were then classified following author talks. The meaning units pertinent to the article 's objectives and the classification grid were then extracted from the examined material, and the data was analysed at the conclusion (Mayring, 2014). In this article, qualitative content analysis (QCA) was used to analyse the content analyse data through a structured scoring procedure. QCA was adopted and changed from the Master research of the paper. (Assarroudi et al., 2018). It may be deemed a data analysis because it

focused on information from the viewpoint of dialogue. (Kibiswa, 2019; Mayring, 2000). Using qualitative content analysis (Elo & Kyngäs, 2008), it refined and tested categories and patterns for data analysis (Assarroudi et al., 2018; Elo & Kyngäs, 2008; Hsieh & Shannon, 2005). Directed qualitative content analysis (QCA) was used to analyse content analyse transcripts in order to determine the nature of boss and employee disagreements. (Holsti, 1968). Directed QCA was adapted from the work of Assarroudi et al. (2018).

I. Conceptual Framework

The conceptual framework of this article is Interest Group Theory and Social Contract Modern political philosophy may be traced back to three men: Thomas Hobbes (author of *Leviathan*), John Locke (author of *Two Treatises on Government*), and Jean-Jacques Rousseau (author of *The Social Contract*) (Mbah, 2021a). As Thomas Hobbes describes it in his book *Leviathan*, the State of Nature is a lawless, chaotic place where people continuously worry for their lives, leading them to enter into a Social Contract in the hopes of achieving peace and preserving their lives and possessions. As a result, citizens (subjects) freely relinquish all rights and freedom to a sovereign authority in exchange for protection from harm (Mbah, 2021a; Ebenstein & Ebenstein, 2000, p. 412).

J. Funding & Results

Studying the impact of non-Arabic media broadcasting in Arabic on the Arab audience, specifically focusing on news coverage of the Russian-Ukrainian war in Al-Hurrah and Russia Today (RT) channels between 2022 and 2023, can provide insights into the influence of these channels on Arab viewers and their perception of the conflict. However, Broader Access to Information: Non-Arabic media broadcasting in Arabic, such as Al-Hurrah and RT, expands the range of available information for the Arab audience. It allows them to access news and perspectives that might not be covered or emphasized by local Arab media outlets. This exposure to diverse viewpoints can contribute to a more comprehensive understanding of international events. However, Alternative Narratives: Non-Arabic media channels may present alternative narratives and interpretations of the Russian-Ukrainian war compared to traditional Arab media. These alternative narratives could challenge the prevailing Arab perspectives or government narratives, providing a different lens through which the Arab audience can view the conflict. Moreover, Diverse Sources of Information: Non-Arabic media broadcasting often draws on a wide range of sources, including experts, analysts, and officials from different countries. This diversity of sources may provide Arab viewers with additional insights, analysis, and perspectives that they might not find in Arabic-language media. Consequently, it can contribute to a more nuanced understanding of the Russian-Ukrainian war.

Language and Cultural Familiarity: Broadcasting in Arabic allows non-Arabic media outlets like Al-Hurrah and RT to connect more effectively with the Arab audience. By delivering news

in the audience's native language, these channels can create a sense of familiarity and engagement, potentially increasing their influence and viewership among Arab viewers. Political Bias and Influence: Non-Arabic media broadcasting, including Al-Hurrah and RT, may be perceived as having certain political biases or agendas. These biases could affect the framing and portrayal of the Russian-Ukrainian war, potentially shaping the opinions and attitudes of the Arab audience. It is crucial to consider the potential impact of these biases and their influence on the viewers' perceptions. Shaping Public Opinion: The coverage of the Russian-Ukrainian war by non-Arabic media channels can contribute to shaping public opinion among Arab viewers. The selection of news stories, the framing of events, and the inclusion of different perspectives can influence how the audience perceives the conflict and the parties involved. However, Social Media Amplification: Non-Arabic media broadcasting in Arabic can extend its impact through social media platforms, where viewers can share, comment, and discuss news content. This amplification can contribute to broader dissemination of alternative narratives and perspectives, potentially reaching a wider Arab audience.

K. Conclusion

In conclusion, the impact of non-Arabic media broadcasting in Arabic on the Arab audience, specifically regarding the news coverage of the Russian-Ukrainian war on Al-Hurrah and Russia Today channels from February 2022 to February 2023, has been significant. Non-Arabic media outlets, such as Al-Hurrah and Russia Today, play a crucial role in shaping the perceptions and understanding of the Arab audience regarding global events. The Russian-Ukrainian war, with its geopolitical implications, has garnered substantial attention and coverage in the Arab world. Al-Hurrah, a prominent Arabic-language channel, and Russia Today, an influential international media outlet, have both been instrumental in disseminating news and analysis on the conflict. These channels have provided the Arab audience with alternative perspectives, offering diverse viewpoints that might differ from those presented by traditional Arab media sources. The impact of this non-Arabic media broadcasting on the Arab audience can be observed through various factors. Firstly, it promotes cross-cultural communication and exchange of information, allowing the Arab audience to access a broader range of news sources and gain a more comprehensive understanding of the Russian-Ukrainian war. This exposure to different viewpoints and narratives fosters critical thinking and challenges previously held beliefs or biases. Secondly, the language barrier is overcome through the provision of news coverage in Arabic. Non-Arabic media outlets cater to the Arab audience by delivering content in their native language, ensuring greater accessibility and reach. This accessibility enhances the Arab audience's ability to engage with international events and make informed opinions. Moreover, the presence of non-Arabic media channels introduces diversity and competition into the media landscape, prompting traditional Arabic media outlets to reassess their coverage and narratives. This healthy competition encourages the delivery of more comprehensive and balanced news coverage to cater to the evolving needs

of the Arab audience. However, it is important to acknowledge that non-Arabic media outlets may carry their own biases and agendas, which can influence the perception of the Arab audience. Consequently, it is crucial for individuals to consume news from multiple sources, critically evaluate information, and engage in media literacy to form a well-rounded perspective on the Russian-Ukrainian war and other global events. Moreover, the impact of non-Arabic media broadcasting in Arabic on the Arab audience, particularly in the context of the Russian-Ukrainian war coverage on Al-Hurrah and Russia Today channels, has provided a valuable alternative to traditional Arabic media sources. It has broadened the horizons of the Arab audience, fostering cross-cultural understanding, and prompting critical thinking. As media consumption habits continue to evolve, the influence of non-Arabic media on the Arab audience will remain a significant factor in shaping public opinion and perceptions.

L. Recommendations:

1. Promote media literacy and critical thinking skills: Given the potential impact of non-Arabic media broadcasting on the Arab audience, promoting media literacy and necessary thinking skills among the viewers is crucial. This can be done through educational campaigns, workshops, and public awareness programs. In addition, by enhancing the audience's ability to analyze and evaluate news sources, they can better understand the biases and agendas that may be present in non-Arabic media coverage.
2. Encourage diverse perspectives and multiple news sources: Encourage the Arab audience to seek information from various sources, including Arabic and non-Arabic media. By exposing themselves to different viewpoints, they can develop a more comprehensive understanding of the Russian-Ukrainian war and avoid potential biases in any news outlet. Promote the importance of cross-referencing information and seeking multiple perspectives before forming opinions or making judgments.
3. Increase transparency and accountability in media reporting: Advocate for increased transparency and accountability among media organizations, both Arabic and non-Arabic, broadcasting news in the Arab world. Encourage the adoption of ethical journalism practices, fact-checking, and responsible reporting. Media outlets should provide transparent information about their sources, methodologies, and potential biases to ensure that the Arab audience can make informed decisions about the information they consume.

It is important to note that the above points are general considerations and do not specifically analyze the actual coverage of the Russian-Ukrainian war on Al-Hurrah and RT channels between 2022 and 2023. To conduct a case article, you would need to analyze the specific news coverage, content, framing, and reception of these channels during that period to draw more precise conclusions about their impact on the Arab audience in relation to the conflict.

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