

المعالجة الإعلامية للاحتلال الأمريكي للعراق  
تحليل مضمون مجلة نيوزويك- النسخة العربية

*The Media Treatment of the American Occupation  
of Iraq*

*Content analysis of Newsweek magazine- Arabic  
version*

إعداد

إستبرق فؤاد وهيب

إشراف

أ.د. حميدة مهدي سميسم

قدمت هذه الرسالة أستكمالاً للحصول على درجة الماجستير في الاعلام

جامعة الشرق الاوسط للدراسات العليا

كلية الاعلام

تشرين الثاني / 2009

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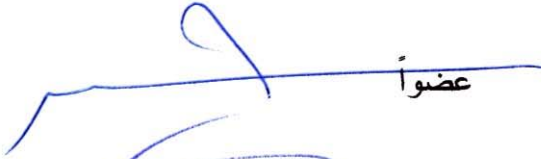
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## قرار لجنة المناقشة

نوقشت رسالة الطالب أستبرق فؤاد وهيب ، الموسومة : " المعالجة الإعلامية للاحتلال الأمريكي للعراق تحليل مضمون مجلة نيوزويك- النسخة العربية " وقد أجازت بتاريخ

وقد تكونت لجنة المناقشة من الأساتذة المبينة أسماؤهم تالياً:

| الاسم                                         | أعضاء لجنة                      | التوقيع                                                                             |
|-----------------------------------------------|---------------------------------|-------------------------------------------------------------------------------------|
| الأستاذ الدكتور: حميدة مهدي سميسم             | رئيساً                          |    |
| الأستاذ الدكتور: عبد الرزاق محمد أحمد الدليمي | عضواً                           |  |
| الأستاذ الدكتور: عصام سليمان الموسى           | عضواً                           |  |
| الأستاذ الدكتور: تيسير أبو عرجة               | مناقشاً خارجياً (جامعة البتراء) |  |

شكر وتقدير

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أهدي جهدي هذا إلى والدي العزيزين اللذين كانا يتابعان عملي هذا وهما بعيدان هناك في  
الوطن الغالي

إلى زوجتي الحبيبة التي كانت سندي في الحياة والدراسة والتي لم تألُ جهدا في سبيل  
مساعدتي على تجاوز أصعب الظروف

إلى أحبائي أبنائي الثلاثة صفا وسيف وميس وهم يسألوني باستمرار عما وصلت إليه في  
دراستي وكانوا ينفذون أي مساعدة أطلبها منهم في سبيل إنجازها

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..... الملخص باللغة الإنجليزية

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13..... :Robert Entman :

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|---------------------|-----------------------------------------|
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| 44.....             | :                                       |
| 47.....             | :                                       |
| <b>54.....</b>      | <b>:-</b>                               |
| 64.....             | :                                       |
| 64.....             | :                                       |
| 65.....             | :                                       |
| 68.....             | :                                       |
| 68.....             | فلسفة الإعلام الأمريكي                  |
| 73.....             | البعد الثقافي في تغطية الإعلام الأمريكي |
| 79.....             | :                                       |
| <b>82..... 2003</b> | <b>:-</b>                               |
| <b>82..... 2003</b> | <b>:-</b>                               |
| 85.....             | :                                       |
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| 116.....            | :                                       |
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| <b>145.....</b> | <b>..</b> |
| <b>166.....</b> |           |
| <b>168.....</b> |           |
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| <b>185.....</b> |           |



### قائمة الملاحق

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إعداد

**إستبرق فؤاد وهيب**

إشراف

**أ.د. حميدة مهدي سميسم**

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***The Media Treatment of the American Occupation of Iraq***  
***Content analysis of Newsweek magazine- Arabic version***

**Prepared By**

**Astabraq Fuad Waheeb**

**Supervised By**

**Dr. Hameedah Smaisem**

The study aimed at identifies the components of the overall picture provided by the Newsweek magazine on Iraq in the period of American occupation, and to detect the elements of propaganda made by the magazine to justify the American occupation in addition to identify the most important pillars of this propaganda.

The researcher used the descriptive research methodology to obtain a full and accurate description of the problem and make sure to collect all necessary data to ensure that the exposure and analysis of the highest possible degree of accuracy and to avoid any bias in the collection of such data so as to enhance the degree of adaptation of the results derived from them and the possibility of application or withdrawal of the of the approved or situations or similar examples.

The researcher also avoided collecting unnecessary data to shorten the time, effort and cost, as they tend to quantitative or qualitative description of phenomena or situations or different groups to identify the composition and characteristics, this requires the need to focus primarily structural design for

this type of research, also requires attention to the need for a way to express the data included in the research.

The researcher analyzed the contents of Newsweek magazine (Arabic version) in all subjects dealt with the issue of research and for a period of 6 months in the period from 24 December 2002 to 30 June 2003. The objective of choosing this period to represent 3 months before U.S. occupation of Iraq and 3 months after the occupation period, which gave to the researcher the ability to know the premises by the American propaganda before and after the occupation. The content analysis tool has been designed by the researcher and validated by professors of media.

The researcher conclude that the Newsweek magazine played publicize role of the American occupation of Iraq, mobilize the world opinion against Iraq in a role-sided view of America, and used as pretexts to occupy Iraq and topple the ruling its regime which proved to the world later that is false untrue.

Also, it has participated in disinformation campaign led by the United States of America before the war to tarnish the image of Iraq, its leadership and not to show other views and opposition to U.S. policy towards Iraq, both for countries that have the weight of a global or international organizations and regional or even international public opinion which detriment of the credibility of the magazine and the objectivity of media coverage of the topics posted in it.

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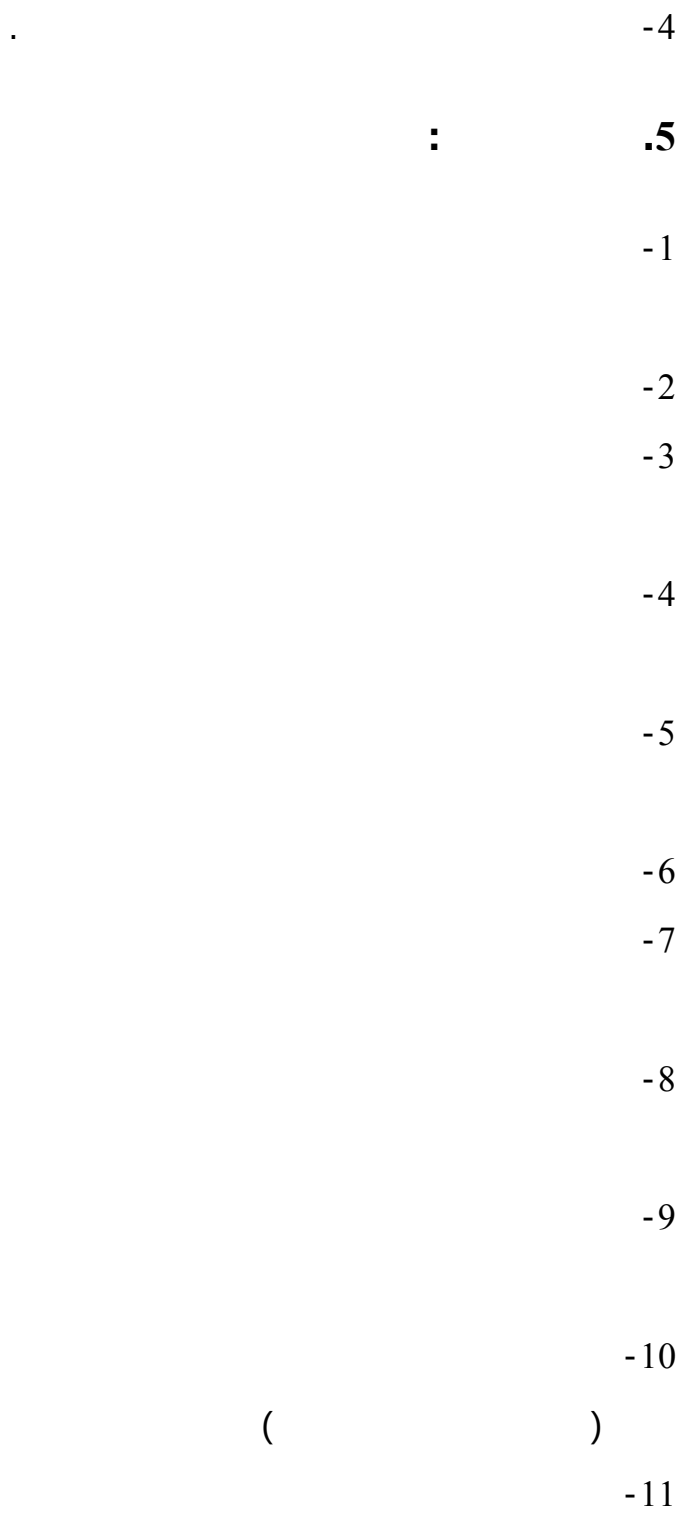
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### **:News Framing Theory :**

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(Kevin M Carrage,1991,Pp.1-31)

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.(Dietram Scheufele,1999, Pp.103-122)

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**:Robert Entman :**

(Robert Entman, 1993, Pp. 51 – 85)

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**Pan & Kosicki**

(Zhongdang Pan, & Gerald M. Kosicki, 1993, Pp. 55 – 57)

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(Maxwell E. McComb Et Al, 1997 , Pp.706-707)

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**:(2005) Dimitrova and Stromback -9**

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| %    |     |    |
|------|-----|----|
| 5.5  | 12  | -1 |
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| 5    | 8   | / 50 -1 |
| 19   | 30  | -2      |
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| 1.9  | 3   | -1        |
| 4.4  | 7   | -2        |
| 3.1  | 5   | (    ) -3 |
| 6.8  | 11  | -4        |
| 20   | 32  | -5        |
| 11.2 | 18  | -6        |
| 5.6  | 9   | -7        |
| 15   | 24  | -8        |
| 6.8  | 11  | -9        |
| 5    | 8   | -10       |
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| %100 | 158 | -1 |
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| 46   | 73  | -3 |
| 33   | 52  | -4 |
| 24   | 39  | -5 |
| 5    | 8   | -6 |

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|-------|-----|----|----|
| 5     | 9   | AP | -1 |
| 6.17  | 11  |    | -2 |
| 52.24 | 93  |    | -3 |
| 8.4   | 15  |    | -4 |
| 28    | 50  |    | -5 |
| %100  | 178 |    |    |

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%32

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| %    |     |    |
|------|-----|----|
| 38   | 114 | -1 |
| 11   | 32  | -2 |
| 32   | 97  | -3 |
| 5    | 15  | -4 |
| 7    | 22  | -5 |
| 4    | 12  | -6 |
| 3    | 9   | -7 |
| %100 | 301 |    |

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| %   |      |     |
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| 14  | 224  | -1  |
| 0.6 | 11   | -2  |
| 0.4 | 8    | -3  |
| 5   | 87   | -4  |
| 2.5 | 43   | -5  |
| 6   | 105  | -6  |
| 8   | 137  | -7  |
| 0.5 | 9    | -8  |
| 23  | 382  | -9  |
| 3   | 52   | -10 |
| 7   | 119  | -11 |
| 3   | 47   | -12 |
| 11  | 182  | -13 |
| 10  | 161  | -14 |
| 4.5 | 77   | -15 |
| %   | 1644 |     |

(7)

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(8)

| -   | 100  | -   | -1 |
|-----|------|-----|----|
| %8  | %1   | %91 | -2 |
| -   | %100 | -   | -3 |
| %15 | %3   | %82 | -4 |
| %70 | %10  | %20 | -5 |
| 10  | 24   | 66  | -6 |
| %82 | %5   | %13 | -7 |

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| 25   | 271  | -1  |
|------|------|-----|
| 6.4  | 69   | -2  |
| 28   | 301  | -3  |
| 13   | 142  | -4  |
| 5    | 55   | -5  |
| 1.9  | 21   | -6  |
| 1.6  | 18   | -7  |
| 2    | 22   | -8  |
| 4.3  | 47   | -9  |
| 7.5  | 81   | -10 |
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| 27.5 | 300  | -1  |
| 8.5  | 91   | -2  |
| 4.3  | 47   | -3  |
| 3.2  | 36   | -4  |
| 6.8  | 76   | -5  |
| 8.3  | 82   | -6  |
| 0.03 | 4    | -7  |
| 6.2  | 66   | -8  |
| 1.5  | 17   | -9  |
| 5.5  | 51   | -10 |
| 3.8  | 43   | -11 |
| 0.09 | 11   | -12 |
| -    | -    | -13 |
| 0.08 | 9    | -14 |
| 1.5  | 18   | -15 |
| 3.3  | 37   | -16 |
| 20.4 | 227  | -17 |
| %100 | 1115 |     |



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|------|-----|-----|
| 28.3 | 184 | -1  |
| 15.5 | 101 | -2  |
| 14.7 | 96  | -3  |
| 11.4 | 74  | -4  |
| 4.9  | 32  | -5  |
| 4.4  | 29  | -6  |
| 12.4 | 81  | -7  |
| 2.1  | 14  | -8  |
| 7.2  | 47  | -9  |
| 8.4  | 55  | -10 |
| 1.3  | 9   | -11 |
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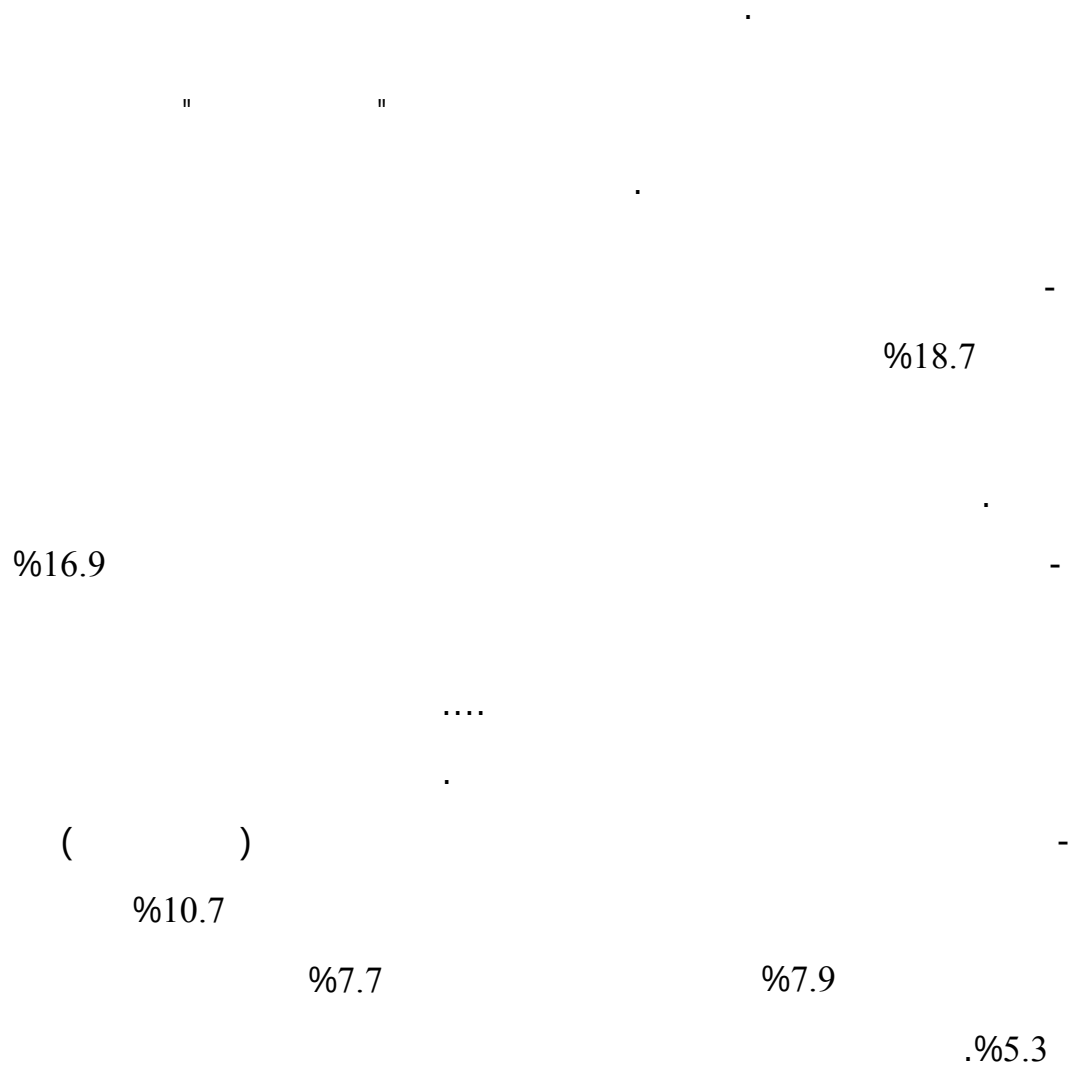
| %    |      |    |
|------|------|----|
| 25.4 | 302  | -1 |
| 5.9  | 71   | -2 |
| 7.7  | 92   | -3 |
| 10.7 | 128  | -4 |
| 16.9 | 201  | -5 |
| 18.8 | 223  | -6 |
| 7.9  | 94   | -7 |
| 5.3  | 63   | -8 |
| 1    | 12   | -9 |
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|------|-----|----|
| 5.5  | 20  | -1 |
| 4.4  | 16  | -2 |
| 12.3 | 45  | -3 |
| 19   | 69  | -4 |
| 38.5 | 140 | -5 |
| 20.3 | 74  | -6 |
| %100 | 264 |    |

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| 18.7 | 86  | -1 |
| 16.2 | 74  | -2 |
| 6.5  | 30  | -3 |
| 22   | 101 | -4 |
| 27.3 | 125 | -5 |
| 9.4  | 43  | -6 |
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| 58.3 | 231 | -1 |
| 1.3  | 5   | -2 |
| 4.5  | 18  | -3 |
| 0.8  | 3   | -4 |
| 39.2 | 120 | -5 |
| 7.8  | 31  | -6 |
| 5    | 20  | -7 |
| %100 | 397 |    |



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|------|-----|-----|
| 66.7 | 243 | -1  |
| 5.5  | 20  | -2  |
| 4.9  | 18  | -3  |
| 4.9  | 18  | -4  |
| 4.4  | 16  | -5  |
| 4.7  | 17  | -6  |
| 3.8  | 14  | -7  |
| 2.5  | 9   | -8  |
| 1.3  | 5   | -9  |
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| %100 | 364 |     |

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<http://www.ahram.org-> (2004  
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.2002(/11/13 article07.shtml

.www.alarabnews.com/alshab 10/7/2005 "

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