

**Media treatment of Al-khabar newspaper towards political issues -  
Analytical study-**

المعالجة الإعلامية لجريدة الخبر نحو القضايا السياسية -دراسة تحليلية -

**Samia DJEFFAL, Biskra University ,Algeria.**

samiaa.djefal@univ-biskra.dz

**Ouafa ELBAR\*, Biskra University ,Algeria.**

ouafa.elbar@univ-biskra.dz

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**Abstract :**

**ملخص :**

Our research article aims to investigate the nature of the daily *Al-Khabar's* handling of political issues during the period from October 01 to December 30, 2019, in terms of form and content, and our study is based on the method of content analysis and on the study sample accounting for twelve issues of the newspaper. This study has come up to a set of results, the most important of which point out that the nature of the coverage of the Al-Khabar newspaper consists in political issues and the presentation of facts and all related developments.

**Keywords:** Written press, concerns, political questions, journalistic treatment.

تهدف ورقتنا البحثية نحو البحث في طبيعة معالجة صحيفة الخبر اليومية للقضايا السياسية في الفترة الممتدة بين 01 أكتوبر إلى 30 ديسمبر 2019، من ناحية الشكل والمضمون، وقد اعتمدت دراستنا على استخدام تحليل المضمون وقدرت عينة الدراسة اثني عشر عدد، وتوصلت لمجموعة من النتائج تشير أهمها إلى أن طبيعة التغطية التي تعتمد عليها جريدة الخبر نحو القضايا السياسية هي عرض الحقائق وكل المستجدات الخاصة بالقضية.

**الكلمات المفتاحية:** الصحافة المكتوبة، الاهتمامات، القضايا السياسية، المعالجة الصحفية.

\*Auteur correspondant: **Ouafa ELBAR**, Email: [ouafa.elbar@univ-biskra.dz](mailto:ouafa.elbar@univ-biskra.dz)

**INTRODUCTION:**

Political issues are one of the most important topics that the press is interested in, in many countries of the world, and it is the effective element in establishing the links and basic determinants of the relationship of journalism with politics, which are affected by many factors that can be observed in all societies, irrespectively of the type of media and political system in place.

Political issues are known in the press to be intensively handled through its various types of journalism, and its technical templates such as the news, statements, investigations, etc which also attract a considerable number of readers, and takes on a sensitive and important character within the public opinion on the one hand. On the other, we note that the journalist enjoys a kind of freedom in how to address and deal with the information, and this treatment requires a thorough knowledge of the subjects dealt with and their context, just as this treatment is supposed to be done by using a bold method in presenting ideas and points of view and in seeking the effect of excitement and interest in order to ensure the topic's credibility in the eyes of the readers.

It can be said that political issues are considered the mediator between the newspaper and its audience, mainly the elite and the public opinion in general. Therefore, the relationship between politics and the press is that of influence, as its contents are affected by public opinion, depending on how the journalist has an educated and knowledgeable personality and is familiar with the ongoing political matters either domestically or internationally. On the other hand, political issues and events are a basic source of information on which the press relies in performing its media and informational role.

In this study, we are attempting to identify the nature of the journalistic treatment of the most important political issues raised by the daily Al-Khabar, which occupied a considerable place in the overall content of the newspaper, and this has greatly contributed to influencing the masses and to shape public opinion, through interpreting news and events and their developments and informing in all their aspects. The daily also aspires to diversify the way it presents these issues using various elements of emphasis and attention, and this study seeks to find out how these issues were presented and the details they addressed, and we are therefore faced with the following question: **What does the journalistic treatment of the daily Al-Khabar bring about in terms of local political problems during the period from October 01 to December 30, 2019?**

From this problem, sub-questions were divided into the following:

**A- Questions on how was it said?**

- What is the political issues position of Al-Khabar newspaper?
- What is the occurrence frequency of the most important political issues that Al-Khabar has dealt with during the study period?
- What are the typographical elements that Al-Khabar use to deal with political issues?
- What is the space devoted by the Al-Khabar newspaper for the public issues raised?

**B- Questions on what was said?**

- What is the target audience for Al-Khabar newspaper when it comes to deal with political issues?
- What are the goals sought by Al-Khabar Newspaper through dealing with various political issues?
- What are the methods used by Al-Khabar newspaper in addressing public issues?

- What is the Al-Khabar newspaper's trend while handling political issues?

## 2. The theoretical aspect of the study:

### 2.1 The political functions of the written press:

Newspapers and magazines have become today, from the point of view of their readability and orientation towards public opinion, one of the most important means of communication that cannot be done without in modern societies, because they are considered one of the foundations of the intellectual and political life of our time. Journalism as a medium of mass communication has several missions (DEDLIOU, 1998, p. 49.) especially on the political level and among its most important political functions, we find:

**The function of public opinion influencer:** the bourgeoisie played a heroic role in the development of journalism. There is no way to contradict this fact while it contributed to the emergence of news journalism. Indeed, this function has prepared for the emergence of a second basic profession, no less important than that of publishing information. After the bourgeoisie class was of financial and commercial nature, it turned in the first half of the 19th century to be an industrial bourgeoisie, to exercise its full control, its weapon was liberal thought, and the editorial line has been fueled by this trend. In addition, newspapers have shown their readiness to perform this task in an optimal way, allowing the emergence of opinion journalism as an inevitable necessity to influence public opinion and promote a new ideology, and the arts of Journalistic writing developed accordingly and on the top of which has developed the art of the press article, which has helped appear the function of awareness and education among public opinion. (SIDHOUM, 2005, p. 38). Since then, the media have tried to primarily influence and persuade everything that contributes to the process of forming public opinion, as a big Difference has emerged between the content of modern media and that of two decades years ago. Politics constitutes a high percentage of the content of different media. Indeed, governmental prevalence over the media in Arab countries shows the great importance given to the preeminence of the political function over the rest of the other functions that the media exercise.(FADLOUNE, p. 127).

**The function of documenting events:** a new function has emerged from the traditional press, which is documentation. The rapid development of modern science makes literature encyclopedic or the subjects treated by books of ancient facts, then the contemporary press assumes the task of renewing information and knowledge and of perpetuating it thanks to its periodical, which allows it to better play this role better than book authors do. Indeed, the book is not republished as quickly as the periodical of the newspaper is, in addition to the fact that the number of readers of the book is much lower than that of the readers of the newspaper (BOUMKHILA, 2007, p.91). Thus, this function constitutes a source of history. It is a major source for the historian, because it is linked to the recording of the daily life facts, or to the monitoring of the intellectual tendencies of parties or individuals when it comes to studying the history of journalism itself. (Mahmoud Al-Fawri, 2006, p. 5)

**The persuasion function:** For the written press, to achieve results that are broadly compatible with the objectives set in the newspaper's policy, it must depend on persuasive methods. The use of persuasion involves focusing on reality and showing it as the public sees it without falsification or distortion. It is one of the duties of a journalist that requires honesty. (Written press functions), and the political role of the media has emerged as defined by "Jan Witz" to confer legitimacy or social acceptance

of certain ideas and concepts, and exclude other ideas and concepts of debate and political discussion, that is to say that the media seek to organize the list of political concerns in a manner consistent with its media policy and the mental image of the political reality that they want to form and convey to public opinion (Amal Fadloun, p128).

The function of arranging the agenda of the written press proves its success in persuading people to consider certain subjects more important than others, hence. This function can be invested at the service of more serious and pertinent issues, mainly the political ones (**Dahbia Sidhoum, 2005, p. 41**).

## 2.2 The relationship between politics and the written press:

Journalism, between media and politics, is one of the most important topics that have occupied and preoccupied thinkers, academics and politicians around the world, and much study and research has been carried out to clarify this relationship, its scope, impact, positive and negative aspects and other preferences, and there are many theories explaining the role of ideology, policies and ideas in the management of the media and communication institutions, as well as how behind every media institution lie philosophical and political visions and ideas that attempt to achieve specific and predetermined goals (Munther Salih, 2013, p. 168).

Opinions differ on this relationship, and the most important of these are:

- The press is the organizer and facilitator that best transmits political news, information and events to the public, to help them understand the situation in the country.

- The press is a means of authority and is the one that controls the issues raised.

Proponents of the first perspective believe that political practice has become primarily dependent on the process of communication. The relation between politics and communication is a fundamental relation, which cannot be separated, because the two systems are influenced by each other, and the question which arises in this regard, is: who is more influential of the other?

However, there are some variables that can help us solve this equation, namely the establishment of democracy and freedom of information and communication in countries that follow this thought or approach. Numerous events confirm the strength of the relationship and the link between communication and politics throughout contemporary history. America's exit from Vietnam and Nixon's exit from the White House after the Watergate scandal are all examples that represent the best proof of the power of communication over politics. (**Farhat Mahdi, 2010, p. 31-32**).

As for the supporters of the second perspective, they see it as an instrument of power. It carries two different directions. The first is that "politics has contributed to reforming the press in Algeria according to "**Dr. Azzi Abd El-Rahman** ": who stresses the need to combine freedom of the press and respect for national constants, such as religion. For his part, "Zouhir Ihedden" insisted on the need for a constitution and a law as a framework for the press, and considers that the law on the media in Algeria does not respond to these developments and should be reconsidered. Boumaiza has just shared his opinion that political democracy depends on freedom of the press and freedom of expression, but he opposes the issue of private ownership of the press and considers it dangerous, because, according to him, the press already conforms to national constants (**Samir Zouaoui, 2008, p. 75-76**)

Regarding the second trend relating to the issue of dependency, it is believed that the authority controls what is presented in the press in terms of issues and subjects,

and therefore media freedom is non-existent in this case, and this function is considered one of the oldest activities that political authority has undertaken in the media which has always demanded freedom of expression and publication content to minimize censorship of political power. (Zouhir Boussiala, 2005, p. 39).

The political criticism practiced by journalists in their articles in which they comment on the actions and positions of politicians in public affairs, is not tolerated by the politicians who regard it as a hostile behavior, so the concept of criticism policy towards them must remain within the limit authorized by them, and if this limit is exceeded, the newspaper concerned is brought to justice, and those responsible for what was published there are liable to sanctions based on allegations of knowledge or personal allegations provided by politicians. (Muhammad Abdul-Ghani, 2012, p. 71).

From the above, we see that the relationship between power and the media cannot be overlooked. The press affects and is affected by authority and vice versa. The press must approach political issues with all objectivity and credibility, far from inciting or spreading chaos in the country, while the authority must reduce control and control and provide a better environment for more comfortable practice within the media and this is what is difficult to translate into reality, especially in Algeria.

### 3. Methodological aspect:

As for the research community, it is represented by the "newspaper El Khabar" published in Algeria. We have chosen this study because it stands out for its reliability from the rest of Algerian newspapers in addition to having a high readability rate in Algeria accounting for half a million copies per day (Ammar Bahoush, 2000, p. 130.), The study of " Bin Sheikh Issa " also addressed this point and shed light on it. His study has concluded that the positive values followed by the *Al-Khabar* newspaper in its management of governance issues were estimated at 36.1 %. The *Al-Khabar* newspaper has dealt at length with these problems (Bin Sheikh Issa, 2006, p. 173), as well as "Samir Zouaoui", who has addressed this point in his study on "the problem of readability of the *Al-Khabar* newspaper». The latter has concluded that there was a high demand for *Al-Khabar* newspaper compared to other newspapers. This is due to the fact that it maintains the hope of the readers, because it represents to a large extent a field of objectivity and credibility (Samir Zouaoui, 2008, 140). In addition, the study of "Najat Alami" also has come to confirm this result as the newspaper *Al-Khabar* has recorded the highest percentage of the most readable newspapers in Algeria from the point of view of the respondents. This proves the status of the daily *El Khabar* in the eyes of the Algerian readers of the written press (Alamy Hayat, 2019, p. 376).

As for the percentage of the study sample, we have relied on the analytical sample represented by the figures issued by the newspaper concerned, during the period from October 1<sup>st</sup> to November 30<sup>th</sup>, 2019. This slot of time has been chosen to coincide with the electorate's call for the holding of the presidential elections, especially since Algeria experienced then, a kind of deterioration of the political situation, and was facing a real political crisis induced by the popular rejection of these elections which were considered the best solution for the start of a new system and for the rehabilitation of the Algerian state again, because this period is considered as one of the most difficult periods that Algeria has gone through over 20 years. This is the reason why we have focused our study on this period. In addition, the study has relied on the regular random sample of the recurring cycle or the so-called industrial week

method (Starting on Saturday the first week, then on Sunday the second week, and on Monday the third week, etc.), as the industrial week is composed of seven days to ensure the same distance between the days and give equal chances to all the days of the daily issue in the study sample with equal chances. Twelve issues of the newspaper were collected during this Friday-off period, as the newspaper is not published on that day, thus the publication is moved directly to Saturday, and the following table shows the word count of the study sample.

	Date	Word number
01	Tuesday October 1, 2019	9351
02	Wednesday October 16, 2019	9358
03	Thursday October 17, 2019	9364
04	Saturday October 26, 2019	9373
05	Sunday November ,2019	9380
06	Monday November 11, 2019	9387
07	Tuesday November 19, 2019	9394
08	Wednesday November 27, 2019	9401
09	Thursday December 5, 2019	9408
10	Saturday December 14, 2019	9415
11	Sunday December 22, 2019	9422
12	Monday December 30, 2019	9429

Regarding study tools, we have used in this study the content analysis tool, which is known as "one of the research methods used to describe both the apparent or explicit content of the media material, and thus regularly, quantitatively and objectively" as it is defined as "a research method which aims to analyze the apparent or the explicit content of communication material and to describe it through an objective, systematic and quantitative description in figures, "As for **Lazuel**, he believes that" the content analysis aims at a precise and objective description, in other words, a precise subject at a precise moment" (**Thouqan Obaidat et al. , 2005, p. 48**).

The study has used the unity of the theme, considering the unity of public issues as one (local issues), and from there, political issues were divided into two types, namely: popular movement issues, which include peaceful protests, popular demands and the campaign to arrest activists of the movement. The second type includes the current political situation, which has its own problems, including statements made by politicians and the problems of symbols of corruption in the old regime, the 2019 elections and the political circumstances. Regarding the content categories, we have chosen four categories for the form (location category - frequency category - area category - typographical element category), which are the appropriate categories to study journalistic treatment. As for the categories of content, we have dealt with (category Political issues - the target audience - the category of media treatment methods that support the different methods on which the *Al-Khabar* newspaper has focused in its treatment of these issues. - the category of treatment objectives sought by the newspaper - the target audience - the category of treatment trend, which means the position of the newspaper on the issues raised / Support, opposition or neutrality approach) Through these categories, the study has sought to define the interests of the *Al-Khabar* newspaper in the political issues of this period.

#### 4. Field Study:

Quantitative and qualitative analysis of figure categories in *Al-Khabar* newspaper

**Table No. (01)** Shows the location of local political cases in *Al-Khabar* newspaper:

Location	Frequency ratio	Parentage
Front page	27	28.42%
Inner pages	66	69.47%
Last page	02	2.10%
Total	95	100%

**Table (01)** reveals an increase in political issues in the inner pages, at a rate of 69.47%, followed by those on the first page by 28.42%, which is complementary to the inner pages, then comes last the news on the last page by 2.10%.

- The findings have shown that the newspaper's distribution of news on the pages is not an arbitrary process, as it is subject to several considerations, some of which are related to the newspaper itself and the others to the content and the public, taking into account psychological and organizational factors, both journalistic and technical.

- The research indicates that political issues in newspapers attract primarily a certain group of the public, so it is easy to get their attention by means of Less effort, for example, the routine publication of this news on the inner pages that indicate that it facilitates editing regarding the space and control over the artistic template that fits with political articles in a simple editorial

Style, which is used in the study newspaper. Therefore, publishing political material on the inner pages reached the coverage rate of 69.47%.

- Although the inner pages are less important than the first page, they gain their value by containing political topics referred to on the page. "When the headline relates to the main news on the first page, it expresses a scoop or exclusivity of the newspaper. In this case, we have recorded a coverage rate of 28.42%, as it is more prominent on the first page than as a piece of news published on the inner pages. Despite the low percentage, the reference to the title on the first page highlights the difference of the issue from the others and confers a degree of excitement to it.

- In order for political issues to take a plentiful amount of attention despite their importance, they can be supported by different colors in their treatment and different framing, which gives the issue greater excitement and more attraction to readers.

- This study is in accordance with the study of "Dahabiya Sidhom" which came to the same conclusion as most of the documents that are published in the middle pages (**Dahabiya Sidhom, 2005, p. 170**), as well as the study by "Nawal Ouessar", which concluded that crime topics were published in special pages of *Al-Khabar* newspaper. Main topics being featured on the inner pages indicates that the *Al-Khabar* newspaper provides the important topics of its agenda with special pages to be covered and discussed in all its details and angles (**Nawal Ouessar, 2012, p. 187**).

**Table No. (02)** Shows the frequency ratio of the political issues raised in *Al-Khabar* newspaper.

Domestic political issues		Frequency Ratio	Percentage
Popular Movement (Hirak)	Peaceful demonstrations	10	10.52%
	Popular claims	05	50.26
	Arrests of Hirak activists	10	10.52%



Current	Issues on the former system's corruption symbols	05	5.26
Political	2019 elections	16	16.84
Situation	Statements of politicians	20	21.05
	Military institution issues	02	2.10
	Political situations	21	22.10
	New decisions within the new system	02	2.10
<b>TOTAL</b>		<b>95</b>	<b>100</b>

The results indicate the content analysis of the frequency and arrangement of political topics published in the study newspaper according to the frequency ratio obtained in compliance with the type of issue, as the topics that include political situations led by 22.10%, followed by the politicians' statements by 21.05%, the 2019 elections topics by 16.84%, then , Peaceful demonstrations and arrests of Hirak activists at the same rate estimated at 10.52%, followed by popular claims and issues of corruption symbols by 5.26%, and in late positions came the military institution matters and the new decisions within the new system with a rate estimated at 2.10%.

- The prevalence of the media side of the newspaper may distort the citizen's right to communicate. The newspaper transmits information from the source to the public, and reading the newspaper is not considered communication unless it is provided with the participation of those in charge of the journalistic practice and the public, as this participation is ensured by a true knowledge of real facts, and the absence of the link between the newspaper and the public creates a gap of mistrust, and while trying to achieve the balance between two conflicting interests, which are the interest of the public through disseminating information, getting acquainted with and knowing it, and the interest of the political system through preserving its political secrets that run the country, the press faces a dilemma. To reduce this conflict of interests, the publishing objective must be given priority, i.e. providing information. This core function of the press must be accompanied at the same time by a professional ethics, because publishing is not only concerned with the audience that represents the largest segment of the population, but there are also other responsible parties concerned with bringing change.

- Content analysis refers to the role of the study newspaper to focus on each type of the aforementioned issues along with a certain aspect of sensitivity, And this is due to what Algeria has gone through since the emergence of the popular movement in February 2019 rejecting the previous regime and expressing its dissatisfaction with a fifth term. The political situation inside Algeria and its entry into a transitional phase that ended with the December 2019 elections was very sensitive, which led the media to calm things down and highlight a kind of glimmer of hope to convince people to believe and participate in the elections, and this was the targeted goal.

Nicole Napolitano's study meets same aforementioned results because it considered that political issues have a significant impact on political communication between power and the people, as politicians adopt various strategies to address important prevailing issues, in order to publish new convincing policies for the public, and thus the role of the media becomes a means of communication between public policies and people in the perspective of this study (Nicole Napolitano, 2016, p06).

**Table n ° (03):** presents the typographical elements used by the *Al-Khabar* newspaper in its management of political questions



TOPOGRAPHIC ELEMENTS			FREQUENCY	PERCENTAGE
Headlines	<b>Main</b>	<b>Large</b>	<b>35</b>	<b>36.84</b>
		<b>Extended</b>	<b>43</b>	<b>45.26</b>
	<b>Subheading</b>		<b>17</b>	<b>17.89</b>
<b>TOTAL</b>			<b>95</b>	<b>100%</b>
Colours	<b>Black</b>		<b>49</b>	<b>51.57</b>
	<b>White</b>		<b>06</b>	<b>6.31</b>
	<b>Red</b>		<b>15</b>	<b>15.78</b>
	<b>Gray</b>		<b>25</b>	<b>26.31</b>
<b>TOTAL</b>			<b>95</b>	<b>100%</b>

The table above shows us that the results of the quantitative analysis indicate an increase in the percentage of "extended headline" by 45.26%, followed by the percentage of "large headline" by 36.84%, while the subheading percentage was estimated at 17.89%.

As for colors, we see that black comes first with a percentage of 51.57%, followed by gray by 26.31%, then red by 15.78% and white by 6.31%.

We note that these percentages are consistent with the previous analysis of the location of the issues raised, as the nature of the coverage of political issues requires a sequence of events, news and details, and this type of presentation makes headlines. In larger newspaper titles because these issues are of great importance to the newspaper and its audience, and the study journal has provided it with considerable space. In the inner pages, as with the headlines, the *Al-Khabar* newspaper used them in the front pages, as it carried the most important idea of the subject in a large size and in different colors to excite the reader and draw his attention. The newspaper also uses this method for the most important matters to highlight it in a meaningful way, so that the large headline is one of the distinguishing features of the page. The first of the characteristics of its use is to give a subject the greatest importance through its power to attract the attention of the reader (Alami Najat, 2019, p. 244).

As for the subheading, the percentage of which was small compared to the other rates, we find that it was mostly used on the last page and the inner pages, and it occupied different corners of the page, most of which were at the bottom of the page on the right side, and most of these titles relate to the title extending to the top of the page, such as statements made by politicians, on a specific event or the point of view of the professors and the elite on the current situation and other matters. Other typographical elements include the colors that the study journal relied on in its presentation of its issues, and the most important of these colors is the black one, as this is the highest by of 51.57%. It is customary to print the content of the newspaper in black, and it has a particular advantage among the colors. It is more contrasting and balanced. As for the white color, the study journal did not use it in a significant way because it requires a black background to be clearer and it is difficult to use for the newspapers, but it has the advantage of attracting attention because it brings comfort to the reader's eye, and the study journal has used it in the headlines of the First pages. As for the red color, it is known to be used in the most exciting and controversial issues, and its excessive use causes it to lose its ability to attract attention, so the newspaper uses it as a strategy to define the goals of topics covered, and the gray color was used by the study journal on the inner pages and has always been attached to an illustration image to increase visibility.

In the light of the above, we can conclude that the *Al-Khabar* newspaper uses highlighting elements in its treatment of political issues with the aim of attracting

public opinion, and it has diversified these elements into the different issues according to their importance and their arrangement in the newspaper in support of an editorial strategy to communicate the content in a good way.

**Table n ° (04)** shows the space occupied by political topics in the *Al-Khabar* newspaper

	Political issues	Space	Percentage	Public issues	Space	Percentage
People's HIRAK	Peaceful demonstrations	1950.38 cm <sup>2</sup>	7.82	Overall space of political issues	24923.52 cm <sup>2</sup>	3.77
	People's claims	1420.25 cm <sup>2</sup>	5.96		Overall space of the newspaper	660 744 cm
	HIRAK militants' arrests	1968 cm <sup>2</sup>	7.89			
Current political situation	Cases of symbols of corruption for the old regime	1076 cm <sup>2</sup>	4.31			
	2019 elections	7762 cm <sup>2</sup>	31.14			
	Statements made by politicians	6768.5 cm <sup>2</sup>	27.15			
	Case of the military institution	588 cm <sup>2</sup>	2.35			
	The Current political situation	2610.39 cm <sup>2</sup>	10.47			
	New decisions for the new system	780 cm <sup>2</sup>	3.12			
TOTAL		24923.52 square centimeters	100			

It can be deduced from the table of the quantitative analysis of the field of political issues dealt with by the newspaper *Al-Khabar* that the highest percentage of subjects for the 2019 elections was estimated at 31.14%, while the second place was for the statements made by politicians, estimated at 27.15%, followed by the current political situation by 10.47% and the matters relating to the symbols of corruption of the previous regime, which represented 4.31%, then the stakes of the new decisions of the new regime were estimated at 2.12%, and lastly we find the cases of the military establishment, which were estimated at 2.35%. This concerns the first type of political affairs, and regarding the second type, we find the arrests of the movement activists with a rate of 7.89%, followed by the peaceful demonstrations at the rate of 7.82%, and in the end, the popular demands, with 5.96%.

The percentage of political affairs as a whole was estimated at 3.77% of the total area of the study journal.

We note that most of the sample study issues consisted of delivering news on political issues, and the largest space was dedicated to election-related issues, and this is due to the fact that this period was marked by the preparations for the December 2019 elections by the former Chief of of the Army Staff, "Gaid Salah", since he called the electoral commission. The path to these elections was hardly clearing after the Algerian people rejected them in February 2019. So, we find that the study journal

provided large space for these topics in detail in an attempt to persuade the public to accept said elections to improve living conditions and mark the start of a new system far removed from the abuses for which the previous regime was held responsible. Then, come the subjects relating to statements made by politicians, most of which concerned their views on the five candidates for the elections, as well as the programme of each of them, in addition to their analysis of the political situation in Algeria during this period.

As for the topics which dealt with the current political situation and the events unfolding at that time, they were paid good attention from the study journal, and most of these topics have a neutral tendency and aim to transmit news and information objectively, while the question of the trial of the corruption symbols of the previous regime achieved a percentage of 4.31%. In addition, this type of case has come to attest that there is a change in the procedural aspect of these trials. In addition, the stakes relating to the new decisions of the new system, were estimated at 3.12%, and this is due to the fact that the period of the start of the new system became entangled with the period of the end of the sample. Study. Also, only a small number of people discussed these topics, but that did not prevent these matters from occupying the top of the front pages. As for the last type of themes linked to the current political situation index, we find cases linked to the military establishment, the rate of which was very low, estimated at 2.35%.

Regarding popular movement issues, the *Al-Khabar* newspaper received wide attention despite the people's refusal to hold these elections, and most of these issues were raised in the inner pages, where the study journal tended not only to persuade the public to build a new state, but rather to convey the Algerian people discontent, their popular claims and the details regarding their marches. The newspaper also expressed its rejection of the arrest campaigns against opinion leaders through raising these issues, in particular the question of "Karim Tabou" which made the headlines in some of the newspaper's issues, while the study newspaper sought to give an optimistic picture of a political future in view of meeting people's claims.

We notice from the above that the position of the field of political questions differs depending on their recurrence. So, we find that the questions which the study daily gave more space to, are the elections topics, while the more frequent matters are the current political situation, which indicates that electoral matters have a great importance on the agenda of the newspaper *Al-Khabar*, especially at that time.

#### **Quantitative and qualitative analysis of the content categories in the daily *Al-Khabar* newspaper**

**Table No. (05)** Shows the target audience of *Al-Khabar* newspaper through its handling of political issues

Target Audience	Frequency ratio	Percentage
Citizens	62	65.26%
Elite	33	34.73%
<b>TOTAL</b>	95	100%

The results of the content analysis show that the category of the target audience by the content of political issues in the study newspaper and that received the highest percentage is that of the citizens by 65.26%, while the elite group was the lowest rate estimated at 34.73%, which is an acceptable percentage because the study newspaper seeks to address these issues in a smooth and easy manner that is understood by all

segments of the society, far away from the sober and elaborate methods meant for educated people, while demonstrating at the same time a critical, analytical and interpretive thinking in the contents.

- The study newspaper has sought to diversify its treatment of political issues in various ways, and it has been seeking targeting the category of citizens in the society, due to the extent of their interest in political issues, mainly in this period and the conditions under which Algeria is living, hence the predominant position of this category of people in terms of high interest.

- Although political issues have been repeated in different forms in all media, but at certain times a specific type of these questions is condensed in different ways. For example, the topic of elections is covered by the press in all its journalistic forms and templates. It's like a cycle, this highlighting takes place for a certain time, then gradually vanishes and new topics replace the old ones. The question that arises is: Is the link between the publication and the occurrence of real events, or is it the press that somewhat guides the event until it occurs and then the press contributes to its end depending on the intensity of its media hype? This is how the press works, by highlighting some topics and grasping a target audience during a period of time, then the interest in these topics drops off as the media covers them the least until no mention is made of them, which helps lessen public interest in them. This is what the Algerian press is working on by highlighting these topics to attract the target audience in a certain period of time, and then the interest in it disappears as the topics disappear.

Among the studies marked by this hypothesis is the study of "Jessica Lynne Hughes", which focused through her work entitled (*The work of the masses*) on how the media influenced the public agenda through the election campaign of the former US president. "Bush" for the year 2002, which concluded that the media agenda on Bush's policies was closely tied to a calendar (Jessica Lynne Hughes, 2009, p31), while the study by PAUL D. WURSTER, which focused on the study of the presidency agenda on "Twitter" and its relevance in relation to public priorities, concluded that there is a large disconnect between news coverage on Twitter and citizen concerns, This indicates that the media may not influence the public on various issues (Paul D. Wurster, 2014 , p04).

**Table No. (06) Shows the objectives that *Al-Khabar* Newspaper seeks by dealing with various political issues.**

Objectives set	Frequency ratio	Percentage
Sensitization	04	4.21 %
Excitement	16	16.84 %
Attention drawn	29	30.52 %
Information	46	48.42 %
<b>TOTAL</b>	95	100 %

The content analysis shows the study journal's goals in publishing political issues. The results are as follows:

The news target got the highest rate, estimated at 48.42%, followed by the attention target of 30.52%, then the excitement target at 16, 84%, and the last place being for the brand awareness objective, estimated at 4.21%.

- Disseminating information topped the highest percentage in the newspaper's objectives to publish political topics, although this goal is implicitly present even among other goals, but it may appear more prominent in political issues, and then it is

followed by drawing attention that any newspaper seeks to meet in view of attracting the reader towards certain topics, especially those that appear on the front page, where the

Publication of political topics derives from several factors: pages, editorial angles, the size of the frames, although there are no reference to the recourse to new tools to draw attention. This may seem may simple but it makes the difference, for instance, through colors, titles, or language. As for the keen excitement for political issues, it derives its power from the confused statements of politicians about a given trend, or from the reactions of a certain party to the conditions under which the country lives, or something like that.

This type of presentation generates a kind of excitement for the reader and draws his attention at the same time, so he tries to link what was presented to him in the study newspaper and his previous knowledge about the issue at hand, and this is what the newspaper seeks.

**Table No. (07)** Shows the methods used by *Al-Khabar* newspaper in its presentation of political issues.

Methods	Frequency ratio	Percentage
Method of presenting real facts and information	41	43.15 %
Method for determining causes and their outcomes	28	29.47 %
Method for presenting outcomes and impacts	22	23.15 %
Solution development method	04	4.21 %
<b>TOTAL</b>	95	100 %

The content analysis has revealed the percentages of the methods used by the study newspaper to deal with political issues, where the method of presenting real facts and information topped by 43.15%, then comes the

Method of determining causes and their outcomes with a rate of 29.47%, then the method of presenting results and effects with a rate of 23.15%, and lagging behind is the development solution method by 4.21%.

The newspaper's choice for these methods is due to its objective of publishing political matters. The nature of the superficial coverage is a requirement of the journalistic method. Thus, dispensing an information and playing the role of a media is the goal for a specific group of audiences. We notice that the study journal is intended for playing the role of a media and for providing the masses with various information and facts through its great use of the facts presenting method. The newspaper also tends to promote information because it proceeds by analyzing and explaining the reasons linked to the questions raised in the edition, and this is what the public cares about, that is to say, the audience needs to be convinced of these events along with a knowledge of the causes lying behind. This explains the ranking of this method in the second position and it is also due to the fact that the nature of covering political issues is more about presenting news and recent information and highlighting the causes and results.

As for the last method, which is the solution development method, it has a much lower rate, and this is due to the fact that political issues are not like social issues that need solutions. They are decisions and fixed statements and events that are difficult to change, so the study newspaper was not interested in relying on this method in presenting the issues and focused on the method of presenting the real facts and performing the informative function.

**Table No. (08) Shows the type of trend adopted in dealing with various public issues in the newspaper.**

Trend	Frequency ratio	Percentage
Opponent	20	21.05 %
Neutral	28	29.47 %
Proponent	47	49.47 %
<b>TOTAL</b>	95	100 %

It is obvious from the aforementioned results of the content analysis that the favorable or positive coverage trend in the study newspaper has received the highest rate of 49.47%, the neutral trend scored 29.47%, and the bottom line is the opposing trend, which has accounted for 21.05%.

- We believe that these results are expected, especially since the media coverage of a newspaper regarding certain political issues was characterized by neutrality and objectivity, while others were deliberately positive to draw a beautiful image in the minds of readers.

- This trend is in line with the trend of the public, which is trying to build a new system that matches its demands, needs, and understands its life conditions.

##### **5. Overall results of the analytical study:**

- The results of the content analysis have shown an increase in the percentage of political issues published on the inner pages, with reference to these topics with prominent headlines on the front page, which highlights the newspaper's interest in the content concerned.

- Content analysis has revealed that the newspaper's interest was based on the current political situation and its details because it was among the readers' priorities and first concerns. It has also relied on the selection process and its use in arranging this type of issue.

- The results of the study showed that the content analysis have disclosed that the *Al-Khabar* newspaper relied on headlines that are extended considerably, especially in the inner pages. As for the headlines, they were used in the front pages, which carried the most important idea of the subject in question. As for the subheadings, they took up less space than the previous headlines and were concentrated at specific angles, while the colors used by *Al-Khabar* newspaper were of four types (black-white-red-gray), and among the most important colors used was the black one and this is due to nature of the dependent method for printing seeking better clarity.

- The results of the content analysis have shown that the issues that have occupied the most space in the newspaper were the electoral topics, which were discussed in detail by this study journal regarding the first indicator, and the second indicator was the most space taken was dedicated to the arrest campaign of the people's movement's activists.

- The results of the content analysis has shown that "*Al-Khabar*" has given priority to the goals of publishing political issues in the study newspaper, and this is evident from the nature of the media coverage chosen and which has consisted of presenting the

information, statements, reactions and all the developments related to the matter dealt with while resorting at the same time to inciting excitement in readers and drawing their attention through prominent and colorful headlines.

- The analysis of the content has revealed the newspaper's reliance in editing political topics through the method of presenting facts and information in line with the goal of being informative, through which the newspaper seeks to meet and satisfy the needs of its audience with respect of these issues as well as eliciting certain ideas in their minds in view of

Adopting a given trend.

- The results of the analysis have demonstrated that the tendency of the study journal in focusing on dealing with political issues was positive, which indicates that the newspaper, in its writing of these topics, was positive regarding the events that occurred during this period and was in accordance with the political situation of the country.

#### **6. CONCLUSION**

Through this study, we have attempted to find out the volume and method of dealing with political issues in *Al-Khabar*, the Algerian daily newspaper. It has become clear all along our research that political issues have an important place in the Algerian press, and this is evident through the intensive treatment of these subject matters. On the other hand, it has become evident that the relationship of the Algerian press to politics is a close one, and hence, the importance of political issues for the press and for the public and also the press quest to win large segments of readers and meet their needs.

Then the research interest turned to the fallout and changes that the technological breakthrough introduced on the media environment, which in turn impacted the political field - the Arab Spring which was triggered from the social media sites - Most of these studies have aimed to describe the phenomenon on the basis of the constitutive elements of the communication process, represented by the communicator, the audience and the message (the content). But there is still a difference of point of view among researchers on these elements because the imbalance that causes the relationship between the medium and his audience to fail in the performance of his duties, is essentially practical.

The communication of individuals from several approaches: the difficulty of measuring exposure to the medium, ensuring reception conditions, the multiplicity of the media and the lack of dependence on the specific medium due to several factors including the absence of personal contact with individuals, which makes the media a source of a sense of participation and lack of isolation and the nature of the composition of the audience that makes it difficult to sample despite its homogeneity. In some criteria, all of these factors are responsible for an individual's construction of his or her priorities and interests.

In the light of our approach and on the basis of the studied sample (the Daily *Al-Khabar*), we have found that the Algerian press seeks to balance the satisfaction of its masses between the different political issues through a

Method of coverage by means of which it attempts to be clear, unambiguous and convincing, while taking into account all the factors that the reader faces before being exposed to it. The measure of the success of any newspaper can only be gauged by the rate of the audience reached. Therefore, the newspaper resorts to the production of consumables, especially in political matters, since the trends of its audience have



become fragmented due to the media multiplicity and the flow of the bulk of information, on the one hand, and on the other, there are a margin and limits that cannot be overpassed, especially in the critical period that Algeria was going through which explains the positive treatment of these issues.

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