

## **Arabic Daily Press in the Heart of Crises: The Role of the Jordanian Daily Newspapers in the Coverage of Prophet Mohammad's Cartoons Crisis (A Content Analysis Study)**

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### **Abstract**

The study analysed 152 journalistic materials related to Prophet Mohammad's crisis which have been published in Addustour daily over the two weeks in the beginning of the strong public reaction to those cartoons.

The study concluded that the daily newspapers did not that have a role in raising and stirring up Jordanian and Muslims public opinion, and that the daily newspapers were positive and balanced in the framing and covering of the crisis.

The study found that the crisis which created by the Prophet Mohammad's cartoons were bigger and stronger on Muslims reactions than the influence of the newspapers, so that the feelings of Muslims were out of control in the Arab newspapers.

**Keywords:** Arab Press, Jordanian Press, Addustour Newspaper, Prophet Mohammad's Cartoons, Danish Cartoons, Press Coverage.

### **Introduction:**

The publishing of Prophet Mohammad's cartoons offensive cartoons about the prophet and the Muslims by the daily Jyllands Posten Danish newspaper on 30 September 2005. raised crisis.

After published those cartoons, the reaction of the Islamic peoples in most countries of worldwide was violent and strong. Muslims considered the cartoons a great insult to Islam and to Prophet Mohammad, while a Danish newspaper and other newspapers that published the cartoons considered the publishing a freedom of the press and the expression.

The global media coverage of the issue is too wide form the publication of the cartoons to the angry reaction in the Arab streets and the diplomatic efforts

to contain, the crisis. Arab media has been covering and following-up the crisis every day; particularly with the beginning of sparking protests and demonstrations. However, Is the Jordanian daily press played a role in stirring up and raising Arab and Muslim's public opinion?

The study tries to answer this question by 1) examining the Jordanian daily press coverage of Prophet Mohammad's cartoons crisis, and 2) identifying the frame of the Journalistic materials which is related to the cartoons issue.

To achieve the aims of the study, the researchers used quantitative content analysis of Addustour, a Jordanian daily newspaper, to analyze the Journalistic materials of the crisis of Prophet Mohammad's cartoons.

### **Significance of the study:**

This study aims to shed light on the role of the press that could be plied in the coverage of events and issues which concern the Arab world, especially those that affect the feelings of Arabs and Muslims, and there raise the big controversy.

The importance of this study lies in highlighting, by the Arab researchers, how press address those issues from Arab point of view. As will as, there is a lack of Arab researches who are interested in examining this issue. Most of the studies on this topic discussed the Western media coverage of the crisis. There are no studies focused on the Arab or Jordanian media in covering the crisis and in its role.

Thus, this study comes to identify the coverage and role of Jordanian press during the Prophet Mohammad's Cartoons Crisis.

### **The study Question:**

This study aims to answer the following question:

Does the Jordanian daily press play a role in stirring up and raising Arab and Muslim's public opinion?

### **Study Objectives:**

The main objective of this study is: To identify whether the Jordanian daily press played a role in stirring up and raising Arab and Muslim's public opinion.

The other objectives of the study are:

- 1) To examine the Jordanian daily newspapers coverage of Prophet Mohammad's cartoons crisis.
- 2) To identify the frame of the journalistic materials which are related to the cartoons issue.

### **Literature Review:**

#### **Historical overview:**

The concept of Prophet Mohammad's cartoons came when Kare Bluitgen, a Danish author asked for pictures of the Prophet of Islam, Mohammad, for his book about the Prophet and Islam (BBC news 2006; Decosse,D.2010), the daily Danish Jyllands Posten newspaper heard about the author's suffering of finding depiction for Mohammad. The newspaper held a competition among 40 cartoonists to draw cartoon pictures of Mohammad (Stromback,J., Shehata,A.and Dimitrova,D.2008).

On 30 September 2005 Jyllands Posten published 12 cartoons of Prophet Mohammad, done by 12 cartoonists, with an article under the title “the face of Mohammad” (Rostboll,C.2009). Flemming Rose, the cultural editor in Jyllands Posten explained in his article the reason of publishing the cartoons which is to challenge a self-regulated censorship in Denmark regarding Islam (Larsen and Seidenfaden 2006 cited in Stromback,J., Shehata,A.and Dimitrova,D.2008, p.121; Decosse,D.2010). Prophet Mohammad's cartoons were republished in many European newspapers (BBC news 2006).

#### **Crisis deepens:**

Intellectual and cultural differences between nations often create some sort of crisis, and this is what happened with regard to cartoons. Theoretically, the factors that led to this crisis are the intellectual and cultural differences between Muslims and Europeans (Corstange 2007 and Daniels 2007 cited in Muller,M., Oscan,E. and Seizov,O.2009, p.30; Hussain,A.2007; Rostboll,C.2009); There is no doubt that every religion has its own beliefs, symbols and principles that distinguish them from others; which are committed by the holders of this or that belief. Muslims, like others, have beliefs and principles that derived from the teachings of their religion. Prophet Muhammad constitutes sacred symbol for Muslims, which makes them get angry if the Prophet image has been abused in any shape or form.

Hussain,A. (2007) explains that the Prophet has a holy status in Islam; depiction of the prophet in the law of Islam is forbidden and banned. Muslims saw these Cartoons as an insult to their religion and their Prophet (Hussain,A.2007; Muller,M., Oscan,E. and Seizov,O.2009); they demand the respect for the religion and the feelings of Muslims in publishing issues. While the Jyllands Posten newspaper believes that freedom of speech and press in the secularism Europe is a holy thing, and it is a fundamental right which should not be interfered with or restricted.

On the ground, the crisis of the cartoons started when the Danish Prime Minister Fogh Rasmussen refused to meet with eleven Arab ambassadors (Gregersen,N.2009; Slok,C.2009); to discuss the cartoons , and ask to on the Jyllands Posten newspaper to withdraw the cartoons and apologize to Muslims, Rasmussen argued that he does not interfere with issues related to the freedom of opinion, and he does not accept to involve the politics in religious matters (Gregersen,N.2009; Slok,C.2009). Both, the newspaper and the Danish government refused to apologize for publishing Mohammad's cartoons (Powers,S.2006), they insisted on their position which refuses to intervene in issues that related to press freedoms. This insistence is to make the issue moving towards aggravation; a number of Arab countries recalled their ambassadors and Arab and Muslim's streets began to move and rage.

### **The Reactions to the Cartoons:**

Mohammad's cartoons create angry reactions by Muslims against the newspapers that had published the cartoons. After Jyllands Posten published Mohammad's cartoons, the newspaper has received 100 complaints from Muslims in Denmark; on the 2<sup>nd</sup> of October, the Islamic organizations in Denmark had met to discuss Mohammad's issue, then on 8th October the Islamic Faith Community in Copenhagen issued a statement called the newspaper to withdraw cartoons and apologize (Gregersen,N.2009; Stromback,J., Shehata,A.and Dimitrova,D.2008).

More than one scholars (Powers,S.2006; Stromback,J., Shehata,A.and Dimitrova,D.2008) assured that Raed Hlayhel, a Muslim imam in Denmark, made an effort in the issue; he did a tour to several Arab countries to tell them the story of cartoons and to explain what it contained.

The Arab Ambassadors intervened to resolve the issue, the eleven Arab ambassadors asked to meet the Prime Minister Fogh Rasmussen on 12th October, but he refused. On 14th October, 3500 Muslims organized a peaceful gathering in Copenhagen to protest against the cartoons (Stromback,J., Shehata,A.and Dimitrova,D.2008).

After the failure of diplomatic efforts to avoid a crisis, the issue came out of the hands of everyone especially with the re-publication of the cartoons in Fourteen European newspapers in January and February 2006 (Hakam,J.2009).

Many studies (Ridanpaa,J.2009; Powers,S.2006; Muller,M., Oscan,E. and Seizov,O.2009) shown the effects of the crisis; the crisis exploded worse and burst in the of streets Muslim in the form of violent demonstrations, such as burning the Denmark embassies in more than a Muslim country, and many victims left behind this crisis, as well as a number of Muslim countries withdrew their ambassadors from Denmark and launched a boycott of Danish goods (BBC news 2006; Hakam,J.2009).

These results prompted the chief editor of the newspaper to apologize to Muslims (Rose 2006 cited in Hakam,J.2009, p.35; BBC news 2006); Prime Minister Fogh Rasmussen also regretted on what caused by the cartoons that insulted the feelings of Muslims through an interview in Al-Arabiya channel on 2nd February (Slok,C.2009; BBC news 2006).

### **The Crisis in the Media Coverage:**

Mohammad's cartoon crisis has received widespread attention from the media especially when Prime Minister Fogh Rasmussen Refused to meet the Arab ambassadors, and the reaction by the demonstrations in the provinces began growing (Hervik,P.2006) to grow.

The cartoon crisis has caused a great controversy and a disagreement in the media by covering it around the world (Ridanpaa,J.2009), Arab media viewed the cartoons in the same vision of Muslims; although some newspapers in Jordan, Egypt, Yemen, Algeria published the cartoons (BBC news 2006), most of the Arab media criticized and opposed the publication of the cartoons.

According to Larsen and Seidenfaden (2006 cited in Stromback,J., Shehata,A.and Dimitrova,D.2008, p.121) Al-jazeera channel aired an interview with Raed Hlayhel, a Muslim imam in Denmark on 11<sup>th</sup> October. Gregersen,N. (2009) indicated that the channel also aired a report on 12<sup>th</sup> October about the cartoons and the statement of Islamic Faith Community.

In contrast, division was presented in the western media between supporting the publication of the cartoons which represents the freedom of press and criticizing the cartoons because they carry an insult to the Muslim religion.

This study tried to find out the Jordanian daily newspapers which consist of the three forms, and to know if the Jordanian daily newspapers had a role in

raising and inciting the Muslim public opinion or they just covered the events that accompanied the crisis.

### **Agenda Setting Theory:**

The concept of agenda setting in media clearly appeared by McCombs and Shaw in their "Chapel Hill" study in 1972. The theory of agenda setting has opened the door to many scholars to start debates about its ideas and thoughts. Hundreds of studies have been conducted to explore the theory's hypotheses.

The core of this theory is based on what topics and issues the media presents to the public regarding to its agenda. Also, it focuses on how information on the selected topics is presented (Fourie P.2001, p.304).

Another topic that the theory highlighted by the theory is the media agenda and public agenda. The theory found a relationship between the agenda of media and publics, consequently It assumes that the media agenda influences the public agenda (Kovačić B.1997, p. 90)

McCombs and Shaw noted, in their 1972 article, that media agenda setting is a content- specific effect (by matching what the media report on certain issues with what the public think about these issues). They showed that the media is capable of creating an agenda for the community as a whole, even though each the individual member of the community may have his or her own agenda that could be deferent from the community agenda (Kovačić B.1997, p. 91).

The news coverage and framing appear clearly in the agenda setting theory. Framing describes the influence on the public of the news angles used by journalists(Fourie P.2001, p. 305). Media agenda refers to a list of issues or events that receive news coverage. An issue refers to a long-term problem or series of events that involves continual coverage (Kovačić B.1997, p. 91).

Regarding to our study, the researchers found a common relation between this study and the agenda setting theory. The prophet Mohammad cartoons crisis received great attention by media around the world. The media put heavily all the news related to the crisis on its agenda. Addustour newspaper as the other media, published news stories and journalistic materials of the crisis. The newspaper made its agenda to the public during the crisis. Thus, the study tried to examine the role of the paper's agenda in the topic "prophet Mohammad cartoons crisis" in influencing the public.

### **The Relevant Studies:**

The researchers found various studies which address the same topic and method that is relevant to this study. The two researchers studied these studies and its findings related to the topic and method of this study.

One of the studies by Decosse, D. (2010) addressed the cartoon controversy in light of the Catholic social teaching's tradition on speech. This study addressed the issues of offensive speech; the relationship of speech and the secular. It also addressed the normative prioritization of the rights to the free exercise of religion and to freedom of speech.

The study found that the publication of the cartoons raised profound normative questions about speech for the Catholic Church as well.

The Second study (Rostboll,C.2009) seeks, via an analysis of the Danish cartoon controversy, to show that the relationship between autonomy and diversity is more complex than often posited. Particularly, it asks whether the autonomy defense of freedom of expression encourages disrespect for religious feelings.

Rostboll,C. (2009) concludes that Autonomy leads to disrespect for diversity only when it is understood as a character ideal that must be promoted as an end in itself. If it by contrast is understood as something we should presume everyone possesses, it provides a strong basis for equal respect among people from diverse cultures.

Rostboll,C. (2009) explored that a Kantian conception of autonomy can justify the right to freedom of expression while it at the same time requires that we in the exercise of freedom of expression show respect for others as equals.

The third study (Levey,G. and Modood,T.2009) examined how liberal democratic values and multicultural citizenship relate to each of these cases, and argue that attacks on Muslims as a group are a form of racism.

Levey,G. and Modood,T. (2009) found that the Danish cartoon affair presents a vehicle for rethinking some of our longstanding assumptions about liberal democracy and its capacity to accommodate cultural differences.

Levey,G. and Modood,T. (2009) argued that cases such as the Muhammad cartoons controversy present liberal democracies with choices about which and when liberal-democratic principles and conceptions of these principles they should emphasize.

The study (Levey,G. and Modood,T.2009) suggested that the Muhammad cartoons encompass not one, but three distinct problem areas: the violation of a religious norm in the representation of Muhammad, attacks on Islam as a religion, and attacks on Muslims as a group.

Another study by Larsson,G. and Lindekilde,L. (2009) aimed to investigate through a comparison of the Danish and the Swedish Muhammad cartoons controversies why only the Danish controversy escalated into a conflict of global dimensions; and what accounts for the differences in level and form of local Muslim claims-making in the two cases.

The study takes advantage of the initial similarities of the two controversies in making a paired comparison, which provides an opportunity to evaluate the importance of context-specific particularities and of specific events/actions taken in the two cases.

Despite the fact that the study found several initial similarities, Larsson,G. and Lindekilde,L. (2009) wondered that why did the two controversies produce such different outcomes? The study argued that the answer should be found in the interplay between distant contextual characteristics such as dominant elite discourses about Islam/Muslims, different styles of institutionalization of Islam in the two countries, and more situational circumstances of how the publications were initially framed by the relevant newspapers, the contingent choices of action by the political elites and cross-context lesson drawing.

The study (Gregersen,N.2009) addressed Lutheran resources for coping with secularisation and desecularisation, in particular as regards the taboos that persist as a part of religious and humanistic values. The thesis of this study is that the Lutheran doctrine of the two kingdoms has given rise to two models of interpretation that have both been historically active.

Gregersen,N. (2009) showed that the doctrine of the two regiments has been interpreted both as a 'liberalist' argument for a principled separation of religion and politics, and as a 'social-conservative' (later Social Democratic) argument for the view that the state should take care of its citizens' welfare through education, the legal system and social services.

The study raised many questions as to what extent a welfare society, for the sake of peace and social order, should, or should not, protect religious sensitivities. Also, Should religious communities always be kept out of public life, or can they be recognised as non-governmental organizations in civil society, hence as potential partners for the state?

Other study by Stromback,J., Shehata,A.and Dimitrova,D. (2008) aimed to investigate how Swedish and US elite newspapers framed the publication of



cartoons of the Muslim prophet Mohammad in a Danish newspaper in September 2005, and the events that ensued from that publication.

The study (Stromback,J., Shehata,A.and Dimitrova,D.2008) found that those cartoons proved to be very controversial, and, since the original publication has been reprinted several times, continue to stir controversy. The results of this study show some interesting differences as well as similarities.

The study also aimed to investigate how different frames emerged in the news coverage. Stromback,J., Shehata,A.and Dimitrova,D. (2008) used quantitative and qualitative content analysis. It analyzed all news articles published in the selected newspapers during a six-month period from the first publication of the Mohammad cartoons.

The last study (Hussain,A.2007) examined the role of centuries of European media self-censorship on the subject of Muhammad in the most recent episode in this ongoing clash of misconceptions.

Hussain,A. (2007) found that the Danish cartoon as evidence of a “clash of civilizations.” The study showed that the media’s framing of the debate as being between free speech and religious sensitivities was inherently flawed and contributed to further confusion rather than clarification.

Hussain,A. (2007) explained that the framework established and perpetuated by the media, that of a debate between freedom of speech and religious sensitivities, obscured the root cause of this conflict: the fact that both the Muslim world and the Western world suffer from gross misconceptions of the other.

### **Study Methodology Design:**

#### **The Method:**

The study used a descriptive approach, which attempts to define or measure a particular phenomenon (Dane,F.2011, P.85). it involves examining a phenomenon to characterize it more fully (Dane,F.2011, P.8).

#### **The Study Tool:**

This study used quantitative content analysis as a tool. This tool is the most widely used methodological approach associated specifically with mass communication research, it is important in to how media content has changed with society (Priest,S.2010, p. 92).

The study analyze all Journalistic materials of the crisis of Prophet Mohammad's cartoons which were published in the Jordanian daily newspaper Addustour. Addustour, which means in English The Constitution, is a semi-governmental newspaper and one of the ancient newspapers in Jordan, established in 1967 (Addustour Jordanian daily newspaper 2011). The reason for choosing this newspaper is related to the status of Addustour among the Jordanians, the newspaper has succeed in establishing a strong relation with the Jordanian readers regarding its journalistic work, in addressing all the events which interest the public. The other reason is about the newspaper coverage of all the events that related to the prophet Mohammad's cartoons. The newspaper singled out many pages to follow up the crisis.

### **The Content Sample:**

This study analyzed all of the journalistic materials that are related to the crisis of the Prophet Mohammad's cartoons which have been published over the two weeks from First -14<sup>th</sup> February, 2006; this period was the beginning of the strong public reaction, especially after the re-publication of the prophet's cartoons. And during this period the reactions, also, have increased.

### **The Unit of Analysis:**

To answer the main question of the study, Is the Arab daily newspapers played a role in stirring up and raising Muslim's public opinion? and to identify the frame of the news coverage, the unit of analysis in this essay which have been classified into 4 groups, are; 1) the journalistic patterns 2) the news site in newspaper 3) the location of news, and 4) the news content. Which all of them are independent variables related to the dependent variable which is the framing.

### **Data Collecting:**

The materials which were collected include all the journalistic materials that are related to the crisis of the Prophet Mohammad's cartoons.

The researchers returned to the newspaper archive on its website ([www.addustour.com](http://www.addustour.com)), and retrieved all the journalistic materials, in PDF format, related to the cartoons which have been published in the newspaper over the two weeks from 1 to 14 February, 2006.

The materials have been collected by writing the words "offensive cartoons" in the search engine of the website archive, the word of "offensive cartoons" is used in the Jordanian press in the expression of Prophet Mohammad cartoons, Then downloaded the articles and saved them in a folder to analyze them.

## Data Analysis:

### 1- The Journalistic Patterns Category:

After analyzing 152 journalistic materials related to Prophet Mohammad's crisis articles, the data of the first category, journalistic patterns, indicated that the newspaper used 3 journalistic patterns, which are news reports, opinion articles and caricatures.

As shown in Table (1) Addustour newspaper heavily relied on publishing the news reports in covering the Cartoons crisis. The percentage of news reports amounted to 80% of the sum of all articles, with a total of 122 reports. This is a large number compared to the opinion articles and caricature.

The opinion articles' percentage was 17% with 26 articles, while the percentage of caricature was small 3%, and with 4 caricatures. It is clear that the newspaper relied heavily on covering Prophet Mohammad's Cartoons on published news reports more than the other patterns.

**Table (1) The Journalistic Patterns Variable.**

Unit	(F) Frequency	Percentage %
News report	122	80
Opinion article	26	17
Caricature	4	3
The total	152	100

This indicates that Addustour newspaper didnot try to focus on framing this coverage through publishing its point view and opinion; the newspaper published a few number of the caricatures and opinion articles which represent personal opinions of the authors and journalists.

### 2- The Site of News in Newspaper Category:

The data of the site of news in the newspaper category showed that the journalistic materials is largely concentrated in the inside pages that it reached 131 news articles of about 86%, as shown on table (2), While the number of the news articles published in the home page were 15 articles with about 10%. But the last page included the 6 articles only, of about 4%.

**Table (2) The Site of News in Newspaper Variable.**

<b>Unit</b>	<b>(F) Frequency</b>	<b>Percentage %</b>
Home page	15	10
Inside pages	131	86
The last page	6	4
The total	152	100

The newspaper did not resort to bring out the articles that cover the Cartoons crisis, on the home and the last pages. The home page is very important page in the newspapers because it is the first thing that the reader's eyes notice. The newspaper has intensified the publication of articles in the inside pages, in the local page, Arab affairs and international page, as well as issues and articles page.

### **3- The News Location Category:**

In relation to the news location, the materials varied between a local, Arab, and international news locations. The data showed that the newspaper concerned in publishing the news articles of an international character as shown in table (3), rated 44% of 67 articles of about. Whereas the publishing of news articles of a local character was about 31% with a number of 47 articles. But the percentage of the articles of an Arabic character was 25% with a number of 38 articles. These figures show that the newspaper relied, in its coverage of the Cartoons crisis, on what is happening in western and Asian Islamic countries. The nature of these news articles is often sourced figure out international news agencies; this indicates that the newspaper aimed to know what is going on in the world during the crisis.

**Table (3) News Location Variable.**

<b>Unit</b>	<b>(F) Frequency</b>	<b>Percentage %</b>
Local	47	31
Arab	38	25
International	67	44
The total	152	100

The publishing of this kind of news reports is not specific to the newspaper; because it is shared by many newspapers in the world. Also the publishing of news articles of a local character in Jordan was just to cover the events in the political, official and popular domain; it's just covering what is happening in the local level.

#### 4- The Content of News Category:

The content of news that was published in the newspaper included four types: the remarks and statements of any politicians or responsible sources, the protests and violent events, the economic events related to or affected by the reactions to prophet Mohammad's cartoons, and personal opinions of the writers and analysts. The data indicated that the remarks and statements type was placed first with 78%. The newspaper published 78 articles; as shown table (4) the percentage amounted to 51%. Regarding to protests and violent content, the percentage reached 28% and their number is 42 articles. Nevertheless, the total number of the personal opinion content is 30 articles, with 20%. The number of the economic content was very little, 2 articles, with 1% only.

**Table (4) News Content Variable**

<b>unit</b>	<b>(F) Frequency</b>	<b>Percentage %</b>
Remarks and Statements	78	78
Protests and Violence	42	28
<b>Economic</b>	2	1
Personal opinion	30	20
The total	152	100

The newspaper showed greater interest in covering the remarks and statements locally, in the Arab world, and internationally, which were issued by official bodies, religious, popular or civil society institutions. That interest was at the expense of the articles which contain the protests and violence, and the articles of personal opinion content which included the point views of the writers and the journalists about Prophet Mohammad's crisis, and these articles do not represent the view of Addustour newspaper.

### **Discussion of the Results:**

After analyzing the data of Addustour daily newspaper coverage of crisis, which contained analysis of 152 Press materials published in the period 1- 14 February 2006, The results show showed that the daily newspapers did not have a role in raising and stirring up Jordanian and Muslims public opinion, and the daily newspapers were positive and balanced in the framing and covering of the crisis.

Four variables analyzed have a correlation with the process of understanding and knowledge of the framing of newspaper coverage of the crisis, Addustour adopted in its coverage on the news report pattern which was very large compared with other patterns published by the newspaper.

This confirms that framing the total coverage did not take the negative trend in addressing the crisis, most of these news reports focused on addressing the events of the crisis internationally, which means that the newspaper was unrelated in its framing or distorted negatively.

Further, the study found that the newspaper has passed other news patterns completely, such as news analysis or investigative reporting, which indicates that the newspaper did not mobilize its coverage of the crisis. As well as its framing aimed at dealing positively and calmly with the crisis, although it set aside a space of opinion makers and intellect to express their views towards the cartoons by an opinion articles and caricature patterns.

However, the space that given by the newspaper was very small in terms of number, as they all have been published in the inside pages and they did not publish any opinion articles or caricatures on the home or the last page.

In terms of the site of news variable, the news coverage publishing concentrated on the inside pages largely, which is an evidence that the newspaper framing did not deliberately exploit the outbreak of the crisis as negative; since it did not aim to ignite the feelings of Jordanians and Muslims more, the newspaper published a few articles on the home page and on the last page, which are important to the reader, compared to the huge number of news articles that were published in the inside pages.

In the variable location of news, the newspaper focused on the coverage of the events of the crisis internationally more than highlighting the events at the local level and the Arab world, which probably was due to two reasons: The first reason is that the global reaction was stronger and bigger than the responses to

the local level. The reactions of Jordanian citizens were not violent like that have taken place globally and in some parts of the Arab and Islamic countries. The second is that the newspaper proceeded in framing the coverage in order not to provoke the Jordanian people, it used to deal positively, calmly and rationally in its relationship with the Jordanian readers.

As for the variable of news content, the newspaper is interested in bringing out articles with the positive content as statements and political meetings in an attempt to primacy of the dialogue language to resolve the crisis, that was at the expense of articles which highlight the negative side, such as demonstrations and violence, although the number was relatively high due to the upheaval of Islamic and Arab citizens around the world, the nature of these articles is to follow up and describe the ongoing events.

The Jordanian daily newspapers, represented by Addustour newspaper, did not have a role in raising and stirring up Jordanian and Muslims public opinion, and used the positive framing in its coverage of the crisis, but the strong Muslims reactions is due to two reasons, the first reason is that the crisis which created by the Prophet Mohammad's cartoons were bigger and stronger than the influence of the newspapers, so that the feelings of Muslims were out of control in the Arab newspapers.

The second is that some Arab satellite channels have played a major role in raising Muslim's public opinion since the beginning of the publication of the cartoons, such as Al Jazeera and Al Arabiya, which had an active and influential role in the crisis; the two Arab television channels played a pivotal role in the diffusion of the conflict (Thomas olesen 2007 cited in Muller,M., Oscan,E. and Seizov,O.2009, p.30), on 11 October, Al-Jazeera channel published the first interview with a Danish imam, Raed Hlayhel about this issue (Larsen and Seidenfaden 2006 cited in Stromback,J., Shehata,A.and Dimitrova,D.2008, p.121), on 12 October, Al-jazeera also aired a report about the cartoons which referred to the statement of the Islamic Faith Community, on the same day 11 ambassadors to Muslim countries requested a meeting with the Danish Prime Minister, Anders Fogh Rasmussen (Gregersen,N.2009).

The impact of satellite channels was greater than the newspapers because the people watching the satellite TV are more, because the spread of channels is wider and easier for the Arab citizens.

## **Conclusion:**

The Crisis of Prophet Mohammad's cartoons is reflected in the Arab-Muslim street, as well as in all types of media all over the world. The coverage of cartoons can be classified as a media war between two blocs, one defends the right to publish the cartoons as one of the tools of freedom of press and expression, and the other defends the right to respect religions and their symbols as well as not to offend them.

This essay has highlighted the crisis in different stages. It is found that the daily newspapers did not have a role in raising and stirring up Jordanian and Muslims' public opinion. The results showed that the framing of the crisis' coverage was positive and balanced.

The findings showed that framing the total coverage did not take the negative trend in addressing the crisis, most of these news reports focused on addressing the events of the crisis internationally.

The crisis which created by the Prophet Mohammad's cartoons were bigger and stronger on Muslims reactions than the influence of the newspapers, so that the feelings of Muslims were out of control in the Arab newspapers.

It is clear that the newspaper relied heavily on covering Prophet Mohammad's Cartoons on published news reports more than the other journalistic patterns. The place of Prophet Mohammad's Cartoons news in the newspaper is largely concentrated in the inside pages that it reached 131 news articles of about 86%.

The study found that the newspaper has passed other news patterns completely, such as news analysis or investigative reporting, which indicates that the newspaper did not mobilize its coverage of the crisis.

This study recommends future studies to expand the content analysis of the Arabic daily newspapers. Future studies can use a qualitative analysis for the words and headlines that have addressed the coverage, to know more about the framing of the crisis coverage. The essay also recommends scholars to analyze media coverage of the crisis in the western press and the Arab press to compare both coverages, to identify the similarities and differences between them.



## الصحافة اليومية العربية في قلب الأزمات: دور الصحافة اليومية الأردنية في تغطية أزمة الرسوم المسيئة للنبي محمد (دراسة تحليل مضمون)

علي شمس الزينات وغالب شطناوي، قسم الصحافة، كلية الإعلام، جامعة اليرموك، إربد، الأردن

### الملخص:

تهدف هذه الدراسة إلى التعرف إذا ما كان هناك دور للصحافة الورقية اليومية في العالم العربي في إثارة ورفع مستوى الرأي العام الأردني والعربي تجاه أزمة الرسوم الدنماركية المسيئة للرسول محمد عليه الصلاة والسلام. كما هدفت الدراسة إلى التعرف على تغطية الصحافة الأردنية اليومية لأزمة الرسوم إلى جانب التعرف على كيفية صياغة المواد الصحفية التي تناولت أحداث هذه الأزمة .

قامت هذه الدراسة بتحليل مضمون 152 مادة صحفية نشرت خلال اسبوعين من بدء أزمة الرسوم في صحيفة الدستور اليومية الأردنية وتناولت الرسوم الدنماركية المسيئة للرسول محمد.

خلصت الدراسة إلى أن الصحافة الأردنية اليومية لم تلعب دورا في إثارة الرأي العام، بل كانت التغطية والصياغة للأخبار المتعلقة بالرسوم متوازنة وإيجابية ولم يكن بها أي تحريض أو إثارة للشارع العربي.

وجدت الدراسة ان الأزمة التي خلقتها نشر الرسوم كانت ذات تأثير وقوة على الشارع العربي والمسلم أكبر من تأثير الصحافة العربية، لذلك فإن مشاعر العرب والمسلمين كانت خارج سيطرة الصحافة اليومية العربية.

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