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Introduction

Public Diplomacy

Public diplomacy is a popular term in mass communication that relates to promoting image, culture, identity and ideology among nations. The idea of promotion for the country appeared since the world heard about propaganda, through a station, made by the Italian Mussolini when occupied parts of Africa (Gillespie & Baumann, 2006). However, public diplomacy is neither propaganda nor public relations but it is something in the middle (Seib, 2004). Public diplomacy is defined and explained by many scholars, writers, and diplomats. According to the diplomat Christopher Ross, public diplomacy is to inform, engage, and influence foreign publics.

However, there is a difference between traditional diplomacy and public diplomacy. The traditional diplomacy takes place when the actor attempts to manage the international environment through engagement with another international actor. However, public diplomacy is an attempt that takes place by the actor to manage the international environment through engagement with a foreign public (Cull, 2007). Similarly as Joseph Duffey, former director of the United States Information Agency, explained public diplomacy which is to speak directly to the public away from the official spokesmen or politicians as an attempt to influence foreign publics (Seib, 2004).

Seib explained that public diplomacy exists to create different dimensions for traditional international relations (2004). Cross-cultural dialogue between nations is one of the main aims of public diplomacy that needs a platform to speak to the world through. According to Cull, public diplomacy consists of different components such as: 1) Listening, 2) Advocacy, 3) Cultural Diplomacy, 4) Exchange, and 5) International Broadcasting (2009). International broadcasting is one of the most influential platforms that can be used to deliver messages, ideologies and policies of the state. However, reaching the others successfully needs special agendas that should be suitable for the target audience. Public diplomacy is not a camouflage for public policy; but public diplomacy describes public policy and should not change it,

misrepresent it, or improve on it (Kornblut, 2003). "Public diplomacy is in large measure about showing the world what we, as a society, stand for," (Robison, 2005).

Michael McClellan, the Counselor for Public Diplomacy in US Embassy in Dublin explained public diplomacy differently through designing a communication pyramid of public diplomacy. The pyramid consists of five stages of public diplomacy that starts with the large base of "Awareness." There are various public diplomacy tools that are used during the awareness stage by an advocate country such as broadcasting, news reports, and cultural events. The tools used during this process should be in the targeted country's language and dialect to reach the target audience easier.

This process intends to raise awareness of the advocate country in a behavior that would raise a positive awareness. Such awareness should develop an interest in the advocate country, which can lead to motivating the targeted audience to learn more about the target country's history, activities, programs and culture. "Interest" is the second stage in the pyramid and the main challenge that faces the public diplomat. The challenge is to create interest from public awareness because when the target audience grows interest, they will be engaging in the public diplomacy process actively.

The target audience member must realize the benefits that would be gained by exploring and recognizing the shared values between the advocate and the target countries, on which a positive relationship could start. After the target audience builds an interest, they seek to acquire the third stage which is "knowledge" about the advocate country. For the target audience to reach the "knowledge" stage, sufficient information about the advocate country should be available in the target audience's language. "Advocacy" is the fourth stage of McClellan pyramid of public diplomacy. In this stage, audience members may participate in academic and professional exchange programs, study in advocate country, or speak the language of advocate country.

The apex of the pyramid is "Action" stage which is a traditional government-to-government diplomacy. At this stage, recipient country can give votes in international organizations, sign trade agreements and treaties, and pass laws which support advocate country's position. In brief, one must first be aware in order to create interest that will lead to seek knowledge in order to become an advocate and take actions. McClellan clarifies that the lowest cost of communicating per member is at

the base, while the highest cost is at the apex. In brief, each stage builds on the one below it, and each stage supports the one above it (McClellan, 2004).

The present booming knowledge and technology era plays a tremendous role in enhancing the field of public diplomacy. The role of public diplomacy can be enhanced by providing international information programs, exchange programs of cultural and educational activities and by producing international non-military broadcasting (Epstein, 2004, p.8). In the future, the war among nations will be a war of knowledge and ideologies.

Christina Zolla discusses the importance of awareness and education that can help in reshaping people's concepts and attitudes towards different cultures and religions for both sides. She also added that such awareness will facilitate behaviors like rejecting discrimination towards Muslims and Arabs instead of rejecting the group itself and reinforce the role of cross cultural dialogue (Layalina Review, 2008).

Broadcast agendas and strategies reflect the formal voice of the government that takes the responsibility of failure and success. Setting and evaluating media agendas should be the responsibility of the state that puts the policies that reflect the country's ideologies. Satellite broadcasting plays an essential role in spreading ideologies, policies and knowledge to the whole globe. According to McClellan pyramid of public diplomacy, Interest and Knowledge stages are the main challenges for public diplomacy.

Therefore, launching satellites is becoming essential in order to build effective public diplomacy body and then, facilitates people's interactions and spread of knowledge. Satellite broadcasting proved its power in attracting people's attentions which facilitates messages delivery from culture to another. The harmony between nations without losing own culture and identity is one of the roles of public diplomacy that can be created through using responsible soft power that promotes for countries' ideologies and policies.

Egypt is one of the first countries in the Arab region that used the soft power of television satellite broadcasting and succeeded in spreading its productions to the whole Arab world. In 1990, Egypt launched the first state-owned satellite channel, the Egyptian Satellite Channel or Al Misreya, to speak for the country. Launching an Arabic speaking channel (Al Misreya) was followed by launching a foreign speaking channel (Nile International) in 1993 to speak to the globe by main two languages the

English and the French. The role of both channels in improving public diplomacy is one of the main angles of this research. The research is a case study that evaluates the agendas of Nile International and the Egyptian Satellite channel Al Misreya. There are some obstacles and challenges facing Nile International and Al Misreya channels in enhancing their role in public diplomacy presented in the study. This study is a qualitative descriptive research with a case study method that paves the road to further studies in the same field.

Significance of the Study

This study concentrates on the role that satellite television broadcasting plays in the Egyptian public diplomacy in the current digital age. Media studies and evaluations concerning the Egyptian satellite broadcasting are interesting and attractive field of research.

The study focuses on a popular term in the world of mass communication but missed in the Arab region which is public diplomacy. The research tackles this issue by reflecting the current status of the Egyptian satellite broadcasting and its role in enhancing the messages that can improve the Egyptian public diplomacy.

The study examines the delivered messages, the stations' agendas, and the governmental system and whether their strategies fulfill the demands of successful public diplomacy. Nile International and Al Misreya represent the formal governmental Egyptian broadcast; therefore, they go under the umbrella of the authoritative system that needs to be re-evaluated at this new era of satellites and technologies.

The audience of broadcast became mature enough to pick, choose and evaluate the messages transmitted. Therefore, designing smart agendas that can fulfill the audience needs and succeed in its mission of being balanced became very important.

Consequently, the medium should have an explicit persuasive message to attain the interest of the audiences especially because of the harsh competition among satellite channels.

Purpose of the Study

Satellite technologies, with the help of digitization, shrink the gaps between countries and nations and turned the globe into a small village. New technology played a big role in spreading the ideology of public diplomacy which is one of the popular targets

for politicians and media people in many foreign countries. One of the most popular and successful media tool that can promote for the countries and spread ideologies and cultures is satellite television broadcasting. The three Egyptian satellites NileSat 101, 102, and lately 201 are strong factors in the development of the Arab media in this century when it helped in spreading hundreds of stations and channels. The study outlines how qualitative research can help to understand the mechanisms and the strategies used to spread the Egyptian culture and identity.

The purpose of the research is to be one of the studies that tackle the Egyptian public diplomacy and to evaluate the role of TV broadcasting in improving its messages. The study highlights on weaknesses and the strong points in the Egyptian satellite broadcast that should be playing important role in the world of cultural diplomacy. The study will also encourage other researchers to tackle this rich field of research in mass communication.

Problems of the Study

As being a media practitioner and according to direct observation, the researcher found out that the governmental support and guidance for the Egyptian public diplomacy is absent. There is no formal organization or agency for public diplomacy in Egypt and there is no concrete agenda that can serve its missions.

The Ministry of Foreign Affairs and the Ministry of Information are not responsible for monitoring or supporting public diplomacy efforts especially in broadcasting. In addition to the non existence of formal agency or organization for public diplomacy, there is also no accountability for those who misrepresent the Egyptian culture or ideologies in TV broadcasting. Moreover, there are financial and managerial obstacles that hinder the role of satellite TV in enhancing the Egyptian public diplomacy. Gathering information about the achievements of the Egyptian public diplomacy was a challenge due to the absence of annual reviews and formal announcements and documents.

Theoretical Framework

Uses & Gratifications, Agenda Setting, and Cultivation theory are the main theoretical framework of this research that tries to answer different questions about the role of public diplomacy and the usage of media especially the most powerful tool which is television broadcasting.

Uses and Gratifications Theory

Theories of Mass Communication are main concerns for researchers and media scientists. Media researchers study these theories through the history of mass communication to answer many questions that have relations between the media and the audience and how both work together. One of these theories that is considered one of the strongest mass communication theories and treats the audience as active and responsive towards media messages and tools is the Uses and Gratifications theory. Severin and Tankard (2001) state that the Uses and Gratifications approach was first described by Elihu Katz (1959) to switch the fields of research from the notions of the effects of media on people to study what do people do with the media.

Katz cited different examples to illustrate and prove that media audience is an active one because different people use the same communication messages differently and for various purposes. One main important point in uses and gratifications theory states that the audience uses the media to fulfill their needs and to reach some gratifications. Therefore, they are not considered passive in using or receiving communication messages.

However, the audience's needs and purposes of using mass communication tools and messages differ from a person to another. Classifications of these needs and uses go in different categories that cover the psychological, sociological, educational, and informational statuses of communication users. According to McQuail, Blumler, and Brown (1972), communication tools are classified into four categories: 1) diversion, 2) personal relationships, 3) personal identity or individual psychology, and 4) surveillance.

They described these categories in their studies and illustrated their choices. They see that people use media to escape from routine, reality, problems and for emotional release and this can be considered as a stage of mood management. The second classification uses media for social utility of information in conversations or to

substitute of the media for companionship. The third category focuses on different terminologies such as value reinforcement, reassurance, self understanding, and reality exploration. The fourth category which is surveillance focuses on the usage of media to gain information about things that might affect the user or will help one do or accomplish something.

On the other hand Katz, Gurevitch, and Haas (1973) classified the audience needs into five different categories. The first is the cognitive needs which focus on acquiring knowledge and understanding. The second is the affective needs which deal with emotional, pleasurable or aesthetic experience. The third is the personal Integrative needs which strengthen credibility, confidence, stability and status. The Social integrative is the fourth category which strengthens family and friends contacts. Tension release is the fifth and last category in the list done by Katz, Gurevitch, and Haas and focuses on escape from reality and diversion.

Blumler and Mcquail (1969) also used Uses and Gratifications approach in their study of the 1964 general election in Britain. The study proved that the users of political messages search for different aspects such as reinforcement, surveillance or cognition. Therefore, the theory here proved its activation in the relation between the audience and the political environment.

New technology and the variety of mass communication tools broadened the area of having active audiences. Hundreds of cable and satellite channels, thousands of Internet sites and thousands of communication tools are giving the audience now the free will to use whatever they want at anytime without having any restrictions. Therefore, studying the relation between the users and the tools should include Uses and gratifications to help answering questions like how and why people use the Internet. Or why people are watching Oprah show daily? Here, we can find that the mediating factors are also playing important roles in the relation between the medium and the receiver and selectivity will also be an important terminology in any related study. This active role of audience will directly affect the popularity of broadcasting tools.

Uses and Gratifications theory is also discussed and developed recently by researchers and scientists. This development deals with the audience activity and media effects especially when proving cases of selectivity, relaxation, or escapism.

For example, as stated in Severin and Tankard (2001), Kim & Rubin (1997) found that some types of audience activity such as selectivity, attention, and involvement serve as catalysts for media effects while others serve as deterrents for effects if it's related to avoidance, distraction, and skepticism. Moreover, many researches were done to evaluate the relation between the receiver and violence in media and interpret the effects of some scenes on users who choose to watch these types of scenes. The results varied among users and reasons of choosing were also different as people differ in their habits, moods and responses.

However, there are some criticisms that mass communication scientists highlighted concerning Uses and Gratifications theory. Some argued that this theory is vague concerning some key terms such as "needs" that is nothing but a data collecting process. Others consider it too simple in dealing with the concept of motives that Freud proved its complexity. Others see that this theory is narrow because it focuses on the individual and his psychological status but ignores the social structures and the place of the media in this structure. However, Rubin & Windahl placed individuals within societal systems which help shape their needs in their model of uses and dependency.

But, one of the strongest criticisms is that people may use media on a kind of automatic pilot or habitually. For example, the theory of uses and gratifications and having an active audience may be misleading when applied on television watching. Many studies proved that television watching habits and experiences put the audience in a passive frame in comparison to print and Internet. Therefore, the active audience in this case will be considered as passive if they experience habitual actions or little attention and concentration.

Uses and Gratifications and Public Diplomacy

Despite the criticisms of Uses and Gratifications, the theory can be useful in different areas especially during the digital age that we are witnessing. The theory can help in studying different relations between the audience and mass communication tools and therefore can help media practitioners to understand their audience better. It can also help in improving the content and the messages delivered to the target audience to help in developing communication positive roles and degrade its negative effects. If media practitioners studied the strengths and the weaknesses between senders and receivers through uses and gratifications theory, public diplomacy messages can be

easily designed to fit the needs of the users and therefore can be successful in attracting the target audience.

Agenda Setting Theory

The question of who sets the agenda in media contents and messages is one of the most important issues that mass communication researchers study to find answers. Agenda settings theory states that media messages tell us what and how to think about any issue or person according to the agenda that is designed.

According to Severin and Tankard, the agenda setting hypothesis was reported in 1972 by McCombs and Shaw through their study for the first time in the presidential campaign of 1968 which proved its positive effects (2001). At that time hundreds of studies were done on this theory to prove its positive correlation with the effects on audience and receivers. However, the question of who sets the media agenda still has different answers by mass communication scientists. Events occurring in reality, framing of news stories and the pressures of interest groups are some suggestions to answer this question. Choosing news items and events to be covered is not a simple task for media practitioners because it depends on the agenda and the framework of every field and place. However, perceptions of audience differ from a person to another due to the variations of cultures, education and personal interests among people. Moreover, the mediating factors such as the process of selective perception and retention play a big role in the strength of effects on audience. Agenda settings effects directly lead to change in the attitudes of audience towards related issues.

Research performed by Zucker in 1978 argued that the issue is obtrusive if most members of the public have had direct contact with it and unobtrusive if members have not had direct experiences with it. This means that agenda setting results should be strongest for unobtrusive issues because audience members rely on media for information on topics and issues (Severin & Tankard, 2001). For example, the Egyptian-German program "Shabab bela Hodood" is a good example for the direct dialogue between both cultures which broke many boundaries between both sides. It also reveals their experiences and presents information and concepts about Egypt and Germany for both audiences that rely on such type of programs in their perceptions and knowledge.

Agenda Setting and Public Diplomacy

There is a big relation between the theory of Agenda Setting and the role of public diplomacy in media. Public diplomacy goals of winning the hearts and minds of people need a powerful and a well-planned agenda in-order to reach its targets.

Therefore, setting the agenda that suits the target audience who receives the message is not a choice for media practitioners but it is one of the pillars of reaching the others successfully. However, only some of these media channels succeed in designing an attractive agenda that can really make a difference and can lead to attitude change.

So, when failing in setting a suitable agenda for the target audience, public diplomacy goal will also miss reaching its target of being influential.

Lang & Lang (1983) studied the concept of agenda building which they describe as a collective process that takes place among the public, the media and the government to know how to build or set a successful agenda. They break the process into six different steps such as the role of the highlights of the press, the role of the extensive coverage in gaining attention, the role of framing, the language used, relating activities or events to a common base for the audience, and finally using credible and well-known figures while sending a message (Severin & Tankard, 2001). So, if the language of the message is suitable for the target audience of the agenda, for example, it will be successfully delivered and at this time the language barrier that can hinder communication between the sender and the receiver will no longer exist.

Cultivation Theory

The cultivation theory is one of the fundamental theories that described the effects of media on people and it was developed to explain the effects of television extensive viewing on people. The researches proved also that there is a strong relation between repetition of messages for a long period of time and attitudes and values change.

This takes place at the time when television sets became an important member of the family and viewing became a habit that has no relation with choosing it or not.

Gerbner (1980) added another two concepts "Mainstreaming and Resonance" to the cultivation theory that prove the strong effects of this theory regardless to people's classes and gender even if they are not heavy viewers (Severin & Tankard, 2001).

The cultivation theory effects can be traced in the role public diplomacy plays and can also help in developing this role. Based on the concept that repeated messages and extensive viewing lead to attitude and values change in the cultivation theory, the task

of crossing the borders of any country and attracting the world's attention becomes an easy task for media people.

Cultivation Theory and Public Diplomacy

Public diplomacy is one of the fields that can reach its goals on a long-term basis because it is not an easy task to change people's minds and attitudes, so it just needs a long period of time to be more effective. Repeating the messages chosen for special places in the world by using the suitable factors of attraction can play a role in formulating new concepts and ideas about different fields. For example, repeating terrorism news that have relations to Muslim sects in the Western media played a big role in formulating a negative image for Muslims and Arabs around the world.

Designing special media contents and messages that can promote positively for the society is a main goal of public diplomacy that can reach its goals on a long-term basis. According to cultivation theory, reinforcing and repeating positive messages for a long period of time through media leads definitely to attitude change in any society (Severin & Tankard, 2001).

Literature Review

Public diplomacy is becoming one of the main concerns of media people, scholars and researchers. Evaluating and analyzing the role of the soft power of any country can't be accomplished without studying the powerful tools of public diplomacy such as cultural exchange programs and satellite broadcasting.

Many countries have long history with the usage of the soft power while others are trying nowadays to reinforce it. Winning the hearts and the minds of the world's public is the main goal for users of public diplomacy. Cultural diplomacy is another aspect of diplomacy that helps in improving the inter-cultural relations among nations with different identities and languages. Studying the tools of both, public diplomacy and cultural diplomacy facilitate the mission of soft power users and seekers.

US History of Public Diplomacy

The US can be considered as the pioneer in creating and developing this important and sensitive field. There is a positive historical background about US public diplomacy because it exerted tremendous efforts in this field through history of diplomacy; and the early years of the 20th century witnessed the first acknowledgment for the use of public diplomacy.

During World War 1, President Woodrow Wilson founded the committee on public information to disseminate information overseas while President Roosevelt founded the Office of War Information (OWI) that led to the appearance of the first Voice of America (VOA) program in Europe (Epstein, 2004). Epstein also referred to the late 40's when the US Information and Educational Act created regulations and laws in order to authorize broadcasting and cultural activities. And after the war has ended, Senator Smith described his intentions for the legislation as a step for transparency that does not mean propaganda.

Several public diplomacy organizations and policy changes have occurred to reduce cost or to increase public diplomacy effectiveness. In the 50's, president Eisenhower created the first US Information Agency (USIA) which is responsible for administering the broadcasting and information programs (2004, p 5, 6).

The term of public diplomacy was reinforced again in 1965 by Edmund Gullion, a career foreign service diplomat and subsequently dean of the Fletcher School of Law and Diplomacy at Tufts University in the United States. One of the most remarkable

organizations in this field is The Bureau of Public Affairs that was established to help Americans understand the importance of foreign affairs. The main message that the US used to transmit to Americans and other nations was "Democracy" by using its organizations and the media. At stable ages, the US succeeded to capture the hearts of millions of people through different media tools by reflecting the liberal and democratic concepts to the whole world (Wolf & Rosen, 2004).

According to the Office of Budget and Management (OBM), providing educational and economic aids during hard times helped a lot in keeping good relations between the Arab nations and the American institutions. OBM declared that the United States spends millions of dollars on the activities of the public diplomacy but the amount of money varies according to the diplomatic and economic status of the state through years. For example, in 1980, the US government spent 518 million dollars on public diplomacy activities. Then, the budget increased in the 90's to reach its peak and recorded \$1.5 billion due to costs on broadcasting entities. However, severe transformations in the relations between the (US and the Western cultures) and the Arab-Muslim world took place especially after 9/11 crisis (Wolf & Rosen, 2004).

US Usage of International Broadcasting

In the past, US public diplomacy's target audience was Europe, mainly to repair what the World War I and World War II have ruined. Later, the US used public diplomacy mainly in Eastern Europe and the Soviet Union to end the Cold War. In recent years, Congress and the US administration have done some efforts and designed special ways of public communication to influence Muslim and Arabs to face and defeat terrorism to benefit positive results (Epstien, 2006).

Using international broadcasting in Arabic language is one of the remarkable efforts that the US has carried out to reach the Arab region's minds and spirits. Radio Sawa and Al-Hurra news channel are the most popular in the Arab region that hold balanced agendas for all ideologies and strategies of the entire world. Under Secretary for public diplomacy and Former Broadcasting Board of Governors (BBG), Chairman James Glassman comments on the idea with Al-Hurrah which is to provide high quality American journalism to the Arab region at the time when America's aim of public diplomacy is to create a suitable environment for extremists by facing and combating their concepts and principals and promote balanced Islamists (Layalina Review, 2008).

However, Al Hurra's president Brian Conniff does not speak Arabic and he faces difficulties in understanding the news content; therefore, it needs a bilingual manager who can really add to the journalistic efforts in the channel. There is no doubt that the channel's quality is high because the budget has been raised from \$67 million in 2004 to reach \$112 million by year 2009 as stated by ProPublica, (Layalina, 2008).

There is a big debate about the success of Al Hurra channel in the Arab region and whether it is biased and lacks professionalism. According to ProPublica, a study commissioned by Al Hurra and researchers at the University of Southern California proved that this Arabic-language station in the region failed to provide good quality or basic standards of professionals and has no popularity among the Arab audience in comparison to other news channels in the Arab region. Nancy Snow also argues on the Huffington Post that Al Hurra missed its own audience target in the Middle East and failed to build any viewing relations with Arabs; it's just a success of having an American Arab-language channel (Layalina, 2009). However, President Bush evaluated AlHurra differently by saying in his 2004 State of the Union Address, that our channel “cuts through the barriers of hateful propoganda” by Arabic television stations. Although al-Hurra supposedly reaches 120 million in twenty-two countries, experts say it is widely ignored by the Arab world’s chief opinion-makers (Beehner, 2005).

Moreover, the funding instability in broadcasting budgets negatively affected this station. One of the remarkable evidence of this instability is the Congress step to reduce the broadcast funding as it did in year 2004 to reach 560 million dollars as a harsh decline from \$844 million in Fiscal Year 1993, necessitating limitations in media services targeted to regions like the Middle East (Johnson & Dale, 2003). A sufficient budget is necessary to provide high quality media, but you can never buy professionalism and popularity; therefore, both qualities should be inherent of its success. Moreover, AlHurra, according to Blogger News Networks' "The Federalsits" has never been able to change the Anti-Islam voice that was transmitted through all media tools and transform a new balanced message for the Arab and Muslim world.

Ted Lipien, former VOA acting associate director has recommended in Free Media Online the reshaping or banning AlHurra at Obama's administration. AlHurra's has received \$500 million approximately from taxpayers of the United States; Free Media Online (FMO) also added that the fiscal and editorial fiasco of AlHurra has destroyed

and has severely ruined the image of the United States abroad and lost its purposive responsibility that it was created for. However, Layalina Review quoted Deputy Assistant Secretary of State for public diplomacy Colleen Graffy saying she is optimistic concerning the positive messages that can be transmitted by various tools of communication that have been advanced lately and definitely can be used in future public diplomacy strategies to enhance inter-cultural communication in the world (Layalina, 2008, 2009).

The US needs not only to improve its own public diplomacy but facilitate and encourage the public diplomacy of other nations in their attempts to reach and engage the people of the United States. Over the past 60 years, America became very talented in giving speeches. But to reach any success in Public Diplomacy, it still needs to learn how to be a good listener (Cull, 2007).

However, the appointment of Karen Hughes in 2005, previously an adviser to President Bush for more than 10 years, as the undersecretary of state for public diplomacy and public affairs has enhanced the usage of public affairs programs. A five-day “listening tour” of the Middle East in September was one of the most remarkable jobs. Moreover, in June, the Pentagon signed three contracts for \$300 million to companies that can create suitable psychological operations for the defense department to improve the American military’s image internationally and especially in the Arab-Muslim region (Beehner, 2005).

The Role of US Cultural Exchanges

The war among nations will be a war of knowledge and ideas in the future. Therefore, being prepared for such war became an easy task now for those who seek knowledge through international educational systems. These institutions' missions should be a part of the public diplomacy strategies that should be advanced and developed through years according to the development of US foreign policies. Unfortunately, from 1995 to 2001, academic and cultural exchanges dropped from 45,000 to 29,000 annually (Johnson, 2004). However, the American education in the Arab region is very successful and popular and competing the national education in many Arab countries. American schools and universities succeeded in building a strong mutual trustworthy relation by providing high levels of education through American non-profitable institutions.

Concerning the role of civil society organizations and NGO's, most experts say that there must be a renewed focus on building person-to-person contacts between the United States and other nations. Banuazizi says that establishing connections with civil society organizations, professionals in different fields such as, journalists, academics, and qualified individuals can promote the cross cultural bond and connections. He also emphasizes the need to differentiate issues of security, specifically the crisis of 9/11 and the war on terrorism from the public diplomacy agenda. He added that "public diplomacy cannot be saddled by that memory and casting it in terms of this question: 'Why do they hate us?'" (Beehner, 2005). Ahdaf Souief answers this question giving some reasons such as 'we the American, are democratic, unveiled, wealthy, and we have freedom here at the US'. She also assures that the US administration depends on The Middle East Media Research Institute (MEMI), which is directly related and connected to the Israeli Army Intelligence, in collecting information and news of the Arab region. Souief also argues that the basic common ground between America and Israel is the value of democracy and freedom they share in their societies (2003).

Therefore, such strong relation between these two powerful countries harshly affected the US image that was ruined since the first declaration of war on the region and their negligence towards Arab voices who call for help in Palestine and its neighbors when the real terrorists, the Israeli's, live in peace and support of the superior power in the globe. This support and unity between America and Israel will last forever as Collin Powell, the secretary of the state, assured on 2003 to AIPAC (Souief, 2003).

Therefore, the trust bridge that the US wants to build between the West and the East or between the Arab region and America will never be successful through their efforts in public diplomacy programs because they crack down the trustworthy relation by their supportive speeches to Israel. Lately, the basic ground of hatred feelings between America and the Arabs is the identical image of Israel and the US especially when they misused the soft power with Muslims. The Arab region now can never split the one body figure of US-Israel regardless of how much money spent on public diplomacy programs or what tone they are speaking with Arabs. If the US really wants to reshape the US-Arab and Muslim relations positively through public diplomacy, they should take off the hypocritical face and fair with this region or they

will lose control in this part of the Middle East that holds a lot of dangerous complications and struggles that led one day to the 9/11 style of war.

As stated in the US Department of State, the Youth Programs Division is committed to empower young generations and enhance strong ties and relations between the United States and the world through exchange educational programs that focus on secondary schools and enhance personal understanding, leadership development, and practicing democracy.

"Opening Minds to the World," is the popular slogan of Fulbright the Institute of International Education that tries to apply its slogan on different programs.

Legislation on founding cultural exchanges was sponsored by Senator Fulbright who called for preserving educational exchange programs within the department of state in order to avoid any intentions of altering its use to propaganda benefits (Epstein, 2004, p.6). Therefore, pioneers of public diplomacy, the US, proved their success in cultural and educational fields internationally more than international broadcast.

The main reason for this can be the indirect role that education is playing in forming generations' minds and views without direct messages taken through directive media.

Making Real Bridges among Nations

Selling Ideas

The notion of selling ideas and strategic beliefs can meet similarities with the notion of selling products. The basic ground between selling goods and selling ideas is to build a trustworthy relationship between the seller and the consumer (Wang, 2005). Therefore, applying such basics on the message of public diplomacy can be described as building a mutual trust between public diplomacy senders and the nations.

Media "The Creator of Ideologies"

Media are powerful tools in shaping the ideologies, setting the agendas and in creating portrayals about cultures. The audience is very sensitive towards media for they directly affect their perceptions and their attitudes in daily basis according to cultivation theory that shapes our minds by time. Mustafa Hussein examined the relation between the perceived image of Arabs and Muslims in Denmark and the daily news agenda that is set every day to find a strong link that led to misperceptions about groups and minorities (2000).

There are many negative portrayals in media about Arabs and Muslims that contributes to the misunderstanding between Westerners and Arabs. Having negative representations about these groups in movies, soap operas, programs, daily news, and also cartoons cultivated their image decades ago. The terrorist, the wealthy oil sheik, slaves dealer, and bedouin desert rat are all negative popular portrayals found in the Western media forgetting the Middle ages of the Muslim-Arab civilization that gave Europe and the West the basics of modern science, mathematics, and arts; but how many Americans know this? (Harris, 2004). Moreover, the American people perceive severely biased news coverage of the Arab region's conflicts especially the Israeli-Palestinian conflict due to the 'anti-Arab' prejudice. Therefore, here lies the importance of building stable and credible bridges for cultural-global interaction using broadcast's magic in reflecting the real truth and not the tailored in the editing room.

The United Kingdom

BBC

The history of public diplomacy in the United Kingdom started since the early radio transmission in the 1920's. The UK is one of the countries who formulated a broadcast empire very early that was developed and improved by governmental support.

According to the official website of BBC, the importance of broadcast became vivid in the 1940's and at the II World War; mainly at these times the appearance of the British Broadcasting Corporation, BBC, was expected.

The BBC World Service is the main government-funded body involved in public diplomacy activities. BBC is one of the most popular broadcast foundations in Europe while BBC world wide is a global popular broadcast empire nowadays. According to the annual review of the BBC, the corporation owns 18 international channels, ten local channels, serving 288 million homes in the globe targeting the US only by 45 million homes (2005-2006).

In the Royal Charter of the Continuance of the British Broadcasting Corporation, states that BBC purposes is to serve the public interests and preserve UK identity and the public sphere, spread the notions and the ideologies of the state and to be the bridge between UK and other parts of the world. Moreover, one of the BBC's most important missions to the world is to be a tool of education, information and also entertainment for the audience (2006).

Therefore, if the BBC's missions and purposes set such goals, it also sets a balanced public diplomacy framework. BBC reflects a high quality services especially in TV stations through the usage of media technologies professionally. It is so clear in BBC world wide that this corporation is well-organized and well equipped especially when it is funded by the UK government. One of the popular slogans of the BBCWW that appears in the annual review of 2005-2006 is "Entertaining the world and Bringing value to the BBC." Therefore, BBCWW is not only promoting for the UK transparently and positively, but also gaining profits that help the corporation to maintain its status in the world of high definition technology. This point is so clear in the BBCWW chairman's words in the annual review of 2005-2006 Mr. Etienne De Villiers when he refers to the net profits of this year. In the review, Etienne proved that the corporation's profit is doubled in only two years by the raise of overseas sales that reached 51 percent and a net profit of 89 million Euros and that the future goal for the next year is to make \$100 million (2005-2006). A new UK invasion of India is vivid now but this time it's not a military invasion, it's a media invasion. The review states that BBC had been serving India for more than 75 years and this is one successful and profitable area for BBC in the world (2006).

BBC Arabic

BBC Arabic is one of the latest free TV channels dedicated to North Africa and the Arab World that the British corporation launched in 2008 competing with other popular Arabic news channels such as Al Arabia with a Saudi fund, Al Jazeera with a Qatari fund and Al Hurra with US fund.

According to BBC official website, the channel is targeting to attract 20 million viewers per week by year 2010 through different satellites such as NileSat, ArabSat and EutelSat. Its annual budget is UK £25m that comes from a UK government grant, and partly from BBC World Service funds freed up by the closure of radio services, mainly to Eastern Europe. This is not the first attempt for BBC to launch an Arabic channel but the second after the failure of its first launch under the Saudi owned corporation Orbit that lasted for only two years. AlJazeera hit BBC professionally and financially by attracting BBC staff to its new channel launching a strong Arabic news channel. AlJazeera is one of the strong competitors of BBC Arabic that faces many obstacles till now.

The role of using broadcast as a tool for enhancing public diplomacy targets is not succeeding in the BBC experience due to political reasons. The presence of the British troops in Iraq and Afghanistan puts a lot of question marks around the mission and the target of launching BBC in Arabic. This problem also faces AlHurra channel because there is a dual and contradicting missions that are reflected from the same governments. It is so hard to be an enemy of a region using military actions and be an objective friend on screens. Reflecting credibility becomes a main target for the station more than any other factors even if this station is speaking Arabic. The double face of the UK as the killer and the judge can never compete with the credible real Arabic channels; therefore, messages of transparency and objectivity is always repeated to attract the Arab viewers. However, the contradictions of presenting the clashes between the UK troops and Arabs on the BBC Arabic news that is owned by the UK government in an objective way is not a solution but a big reason for questioning its credibility and transparency. There is a strong relation between the state's ideologies, actions and the political directions, and the positive outcomes of its public diplomacy missions.

In an interview done by Lawrence Pintak in the Arab media and society with the head of the BBC Arabic Hossam ElSokary, the relation between public diplomacy targets and the channel's mission was clarified. ElSokary assured that BBC Arabic message is reflecting professionalism and not reflecting any political views. He also added that they differed from AlHurra because BBC will present the news and the views without setting a particular agenda and the proof of our professionalism is that sometimes UK doesn't feel comfortable towards our coverage and interviews that we present without limitations or mediations (2007). This interview was done before launching the station and reflected the channel's past experience that lasted for two years only due to conflicts with the Saudi Royal family. The royal family didn't give any space for criticism concerning the Saudi judicial system and the royal Saudis at a time when BBC crossed the red lines of the Saudi system that killed freedom of expression (Amin, 2005). But after launching the channel lately during the war on terrorism in the Arab region, it seems that the outcomes will be different at this age of fierce competition. ElSokary thinks that BBC Arabic TV will gain an extended positive popularity from the pioneer BBC Arabic Radio station.

Germany (The Past and The Present)

Adolf Hitler and Propaganda

The history of Germany has many relations to the role that public diplomacy and propaganda played during different ages especially the Hitler's era. Hitler is an icon of propaganda and public relations as he used them in a very smart and excessive way. His charismatic personality and his usage of advertising strong factors of repetition made him the most popular leader even in the Arab and Muslim world. He delivered his notions and ideologies in a very positive way and gave too much hope for different nations who thought that Hitler is the hero who can defeat all symbols and structures of invasions and suppression such as the British at that age. Persuasion and repetition are two corner-stones for the campaign success of Hitler who created new concepts in the art of speech (O'Shaughnessy, 2009).

O'Shaughnessy also assured that Hitler used most of media tools successfully at early ages of Radio, press and film production to promote for the Nazi's ideologies for the whole world. Despite the fact that the history proved the failure of these ideologies and the destruction of the Nazi Germany and its nation, the notions and the concepts of Adolf Hitler are still engraved in people's hearts and minds (Cato, 1975). This reflects the power of the positive usage of public diplomacy that should make hard efforts to win the hearts and minds of nations regardless of their languages and their political movements.

Germany & Media

Jane Kramer, has a special explanation of the German "Politics of Memory" that first appeared in The New Yorker, which says that there is a unique long German word that "Germans put together to extend a concept. "Vergangenheitsbewältigung" is a word that means 'management of the past', but always in the sense of mastering the past" (Silcock, 2002). The German identity is a very strong and complex one because of the harsh long war history of this country. Germany took long times to build the German identity and this took place through delivering the Nazi concepts and the myths of reaching the German Utopia. Therefore, the development of the German media should depend on a balanced German people who accept all nationalities and all cultures of different languages. But here lies a big problem in the development of

the international media that depends on the diversity of peoples and languages and ideologies.

International German Broadcasting (Deutsche-Welle-TV)

The Deutsche -Welle -TV means the German Wave and appeared after the launching of the BBC with three main languages German, English, and Spanish. "The television roots trace back to RIASTV (Radio in the American Sector), created in 1987 to broadcast Western views into East Germany. RIAS-TV became the television wing of Deutsche -Welle after the collapse of the Berlin Wall in 1989" (Silcock, 2002).

But, in 1995, Germany announced the appearance of its trilingual satellite TV that speaks English, Spanish, and German. Silcock researched this channel and its members who were mixtures of English, Spanish and Germans. He argues that the heads of this TV were old and professional using high technology productions and coping with world largest news empires BBC and CNN channels. They watch and evaluate both channels in the control rooms to preserve their global image like other news coverage in spite of having bicultural teams of Germans and Anglos. However, Silcock realized that Anglos struggle with German members to maintain neutral towards newscasts and choosing issues that have nothing to do with the German past myth and their identity that plays a big role in DW-TV media framing (2002).

So, it's not totally a negative factor in the DW-TV to reflect their own identity and their great history in some news stories or reports because it can be a powerful tool for exporting their ideas, concepts and needs to the world and change people's minds towards the German myth and this is the role of public diplomacy. But, it should be used in a smart and a positive way to reach its goals of making balance with talking to the world without creating unneeded clashes with other nations' ideologies and concepts.

Deutsche-Welle (DW Arabic)

In addition to German and English, Deutsche-Welle offers news coverage in other 30 languages including Arabic. Deutsche-Welle focuses in its coverage on current issues in different fields such as politics, economy, sports and business. A mixture of news and information about the German culture and Europe are also main concerns of this

channel. Deutsche-Welle sources depend on its correspondents of DW TV and DW Radio who are spread in most of the regions of the world.

The programs of Duetsche-Welle in Arabic are many and cover all aspects of life. The programs cover news, economy, sports, science, business, health, lifestyles, culture, reports and talk shows. The channel focuses on spreading the real European and German life through different programs especially the talk shows one of which is "Shabab Bela Hodood" or "youngsters with no boundaries" in corporation with the news sector of the Egyptian television. Shabab Bela Hodood is one of the remarkable programs which is presented on DW Arabic and also on the Egyptian satellite channel "Al Misreya". This is a talk show in which youngsters from both countries, Egypt and Germany, talk and share their experiences and ideas through. They also talk about their dreams and opinions about different cultures and issues in Europe and the Middle East. The program is presented by the Egyptian presenter Sahar Nagy who considers the show as one of the experiences that enhance the role of international broadcasting and improving the status of public diplomacy.

"Baynal Shamal Wal Ganoub" or Between North and South is another program that is considered as a bridge between Europe and North Africa countries such as Algeria that contributes in producing this show. This show is presented by the Algerian presenter Khaled Ben Salem. This talk show is a monthly program that deals with issues related to both countries and cultures.

"Al Saloon El Thakafy" or The Cultural Saloon is another new program that is produced to talk about art and cultural issues in Europe and the Arab region countries. The program is a one hour show presented by Sabah Ben Dawood who discusses new issue every time about tourism, art, culture and cinema.

The three talk shows are positive signs in setting suitable agendas for the Arab world and prove the important role that DW Arabic plays in enhancing public diplomacy messages. Moreover, "Credibility," Deutsche Welle director general Erik Bettermann told The Channel magazine in London, "is our most valuable asset, based and built on independent journalism practiced in our daily work. DW-TV is relevant as an alternative to the government-controlled media of the Middle East and to the Anglo-American channels" (Heil, 2007).

France

The rich French art, history and culture attracted millions since decades due to its uniqueness, but the French language has been a big barrier. France has been away for decades from talking to the world using global languages in their communication such as the English that most nations talk and understand. However, Uysal Plakans & Dembovskaya assured that the diversity of languages in primary schools that was encouraged lately by the French government positively affected the students' perspectives of the world of communication (2007).

France has a special culture and policy that were vague for some parts of the world; therefore efforts for public diplomacy were needed. The public diplomacy process in France began through individuals in 1945. At that time a Jesuit priest named Jean du Rivau founded a Bureau International de Liaison et de Documentation (BILD) with a German equivalent Gesellschaft für übernationale Zusammenarbeit (GüZ) to promote Franco-German understanding and knowledge. BILD was a pioneer in education exchange of school children. After three years, three German politicians established Deutsch-Französisches Institut in Ludwigsburg. One of these politicians was Theodor Huess who became a president in 1949. Since that age, European leaders were encouraged to establish the Council of European Municipalities (CEM) in 1951 and many countries were engaged in educational and cultural activities. By the end of the century over 2,000 communities up to and including cities and entire provinces had twinned. In 1963, Konrad Adenauer and Charles De Gaulle signed the Elysée Treaty to be an end to the 'centuries-old rivalry' (Cull, 2007).

The educational establishment, the press, the Catholic Church, and most intellectuals in France had difficulty in accepting the "vulgar" radio entertainment that might compete and negatively affect other vehicles of culture and information. However, successive liberal governments encouraged the usage of radio and after long debate and incoherent legislation, the law of 1928 established a state-owned and private, highly regionalized radio system. In 1922, and just as early as the British radio transmission, regular France radio transmissions began from the Eiffel Tower station. The radio stations were mobilized to support the war till 1940, but it didn't last for so long as it diminished during the war while other foreign French speaking stations attracted the local audience.

In late 1960's, radio stations and television channels were spreading in France becoming attractive to audience and to advertisers. In 1980's, the Mitterrand revolution was not only political and social but was also broadcast revolution. This age witnessed a spread of many state-owned and private radio and television stations. France now enjoys free, dynamic and modern broadcasting at this booming digital age (Albert, 2008).

This new age of technology and development in media field in France took decades to become real. France suffered a lot through history of communication from the authoritative system that governed communication and information. The local authorities, mayors and political powers played a big role in the retard of having developed and balanced media internationally and even locally. However, after Jack Chirac's era, new regulations have been set to organize communication and media system and paved the road to diminish the political and the authoritative roles on this field (Simon, 1998).

The development of media and communication system in France took years to witness remarkable progress in the new phase of digital age and new media technologies to compete with other developed European systems in the region. But, there are some differences between European countries in using broadcast. For example, during elections times in France candidates control on broadcast can be witnessed by misusing the air time of the stations for personal benefits affecting the financial profits of the stations and ruining the image of professionalism and credibility (Bacha, 1994).

However, the big changes that took place in the French local channels through flexible regulations were new seeds for having remarkable international radio stations and television channels especially after entering the digital phase in 2005 and encouraging the private sector to enter this market and cooperate with other European countries (Iosifidis, 2008).

Radio Monte-Carlo is the French international station that speaks in Arabic for the Middle East is now enjoying the third place in the French radio hierarchy. France also owns two radio subsidiaries which are Radio France Outre-Mer that serves the Caribbean region, the Indian Ocean, and the Pacific while the other is Radio France Internationale that speaks 18 languages targeting different cultures and regions (Albert, 2008).

France 24

The popular unique French accent has been changed into native English and Arabic used for 24 hours a day in France new international channel France 24 that appeared in 2006 on the satellite. Nowadays, the Arabs enjoy listening to news in Arabic for 10 hours with a French flavored perspective. Despite the fact that France 24 appeared so late, it's a good step in moving forward to a balanced French diplomacy that covers all continents delivering its messages to the world and preserving its French culture and identity that it puts at the forefront of its programming. France 24 is a private channel that is funded jointly by the French government and targeting the global audience of Africa, Europe, Asia, and America reaching 160 countries via satellite, cable, and DSL. France 24 mission is to "convey the values of France throughout the world" and it certainly offers stories from Africa and Europe (Potter, 2007).

However, It appeared successfully in the Middle East gaining some Arab viewers, it's not there in different parts in the United States. Deborah Potter assured that many new international channels such as France 24 do not air in the United States. This situation is causing feelings of isolations to many Americans who just listen to news produced with an American perspective (2007). But on April 2010 and according to France 24 official website, the channel expanded its coverage in North America by signing a three-year contract with Globe Cast to cover all America and Canada using the Galaxy 23 satellite.

According to the official France 24 website, the channel employs 520 different nationalities and 1,000 correspondents around the world covering the world news. The French TV also aims at making France 24.com an official global website for news for all Internet users; especially, when the Webby Awards, the leading international honor for the Web, recognized FRANCE24.COM as an Official Honoree for its remarkable achievement.

Italy

Italy has one of the earliest broadcast experiences in Europe under the ruling system of the Fascist Benito Mussolini. In 1924, Mussolini did major reformations in the communication system in Italy to reflect his new commitment to the development of communications. Mussolini created a new department for Transportation, Posts, Telegraphs, and Telephones under the Ministry of Communications. This reorganization was followed by the formation of the first Italian broadcasting company which was called The Unione Radiofonica Italiana (URI). In 1927, URI was transformed and renamed to be the Ente Italiana Audiozioni Radiofoniche (EIAR) to end the experimental stage and enter the world of mass communication with a new medium. Italy entered the world of broadcast very early by using radio in different campaigns serving the fascist party and wars in Africa (Bornigia, 2003).

During the Ethiopian war Radio Bari and Radio Roma were used to serve war missions and the anti-British campaigns. Mussolini used Radio Bari's short wave broadcasts to spread anti-British propaganda. Mussolini used Radio Bari at this time to spread the state's policies and influence the Arabs' perspectives about the Italian broadcast. In 1935, Radio was supervised by the committee of Vigilance that was abolished by the Duce who made radio directly under the supervision of the state through the ministry of press and propaganda (MacDonald, 1977).

The radio was a suitable and ideal medium for spreading the Italian ideologies to the illiterate Middle East audience. Radio Bari attracted the Arab audience by Arabic newscasts and by combining propaganda and entertainment in its programs. Eastern music played also a big role in creating familiarity among audiences from different countries in the Arab region (MacDonald, 1977). In 1936, the Italian Minister of Foreign affairs announced that the Italian community in Egypt succeeded in providing positive image for the Fascist regime through different activities and achievements in many fields. For example, King Fouad had many Italian advisers such as his best friend Verucci, causing diplomatic tensions with the British at this time (Williams, 2006).

In 1937, the Ministry of Press and Propaganda was reorganized and renamed to be the Ministry of Popular Culture which was responsible for supervising radio and television activities. (Bornigia, 2003). However, Mussolini's anti-British propaganda proved its failure among the Arabs during Libya war that harshly affected the Italian

image among Arabs. After Italy's defeat, many foreign radio stations, such as BBC and Radio Moscow, attracted local and global attentions especially the Arab region. In 1940, the Italian radio faced many challenges during the war to cover the increasing Italian defeats and dedicated airtimes to cover war news.

The Italian defeats were not only on the land, but were also in the air when the Italian transmission was completely ignored by the audience. The weak Italian propaganda was countered by a strong British counterpropaganda followed by total Italian surrender and the end of the Fascist regime (Bornigia, 2003). Since that age, the development of Italian international broadcast moved very slowly resulted in launching only Italian speaking international TV and Radio stations. English, French, and Arabic languages are provided for few hours only through Rai Internazionale TV and Radio stations and through FM transmission.

Many politicians and media figures in Italy proved that there is a lack of effective and positive representation abroad in the foreign national media. This lack definitely leads to negative consequences in Italy's foreign relations especially when Italian ambassadors are unable to handle this problem. Italy has witnessed financial crisis and many incidents of corruption among Italian politicians, businessmen, and economists over the past few years. Corruption and weak positive representation of Italy abroad, negatively affected the Italian image. Moreover, the activities of Istituti Italiani di Cultura, which is comparatively one of the most extensive institutions in the world, was also weak and ineffective.

The weak representation of Italy takes place even in the European region where the Italian Ambassador in Berlin Antonio Purini announced that Italians " need intellectuals, provided by a strong, humanistic culture, to realize a sort of "circle of worship" " in order to preserve their Italian culture and their positive image abroad (Deserri, 2008).

Deserri argues that in the common market and cultural institutions in the European Union should encourage and facilitate the international dialogue between Europe and the rest of the world to enhance mutual understandings (2008). However, Deserri proved in a case study about the Italian cultural exchange and Academic programs that Italy is doing good job in establishing educational programs in Europe. Italy's Cultural exchange succeeded through European Union common market financial

support to reach beyond Anglophone countries giving hopes for better Italian cultural diplomacy (2008).

The role of cultural exchange in improving the Italian public diplomacy appeared very early in Europe by establishing many cultural institutes such as the Italian Cultural Institute in London in 1949. Prof. Pierluigi Barrotta, Director of the Italian Cultural Institute in London proves that the institute was established to enhance the cultural dialogue and understanding between Italy and the United Kingdom after the world war. Barrotta proves that the relation between cultural diplomacy and foreign policy is strong and very deep. He also added that there is a schizophrenic Italian image abroad that lies between popularity and wary feelings towards Italian politics and economy. Millions of people love Italy and its uniqueness; however, great effort in the Italian cultural diplomacy is still needed to improve the current image to the world (Fazi, 2010).

Turkey

In 2008, the Turkish public diplomacy Agency started its work by setting out the usage of some tools such as publications, television programs, drama and movie production. Turkey's Foreign Minister had stated in Today's Zaman in the article "Government goes on public diplomacy offensive" that the agency will try to influence public perceptions about Turkey using all tools of public diplomacy (Osipova, 2010).

Turkey's media introduction to the Arab region was not political and did not use hard media such as news and reports, but it used drama that can be easily accepted and viewed by Arabs who favors watching video through hundreds of popular stations. The first introduction of the Turkish media in the Arab region appeared as shiny and attractive through Turkish drama dubbed in Arabic. "Every year between 90 and 120 Turkish soap operas are filmed. On average, they produce between 100 and 120 episodes at a cost of US \$200,000 to US \$250,000 each," (Abou zeid, 2008). Nour is one of these productions that gained its fruit when first showed in the Saudi-owned satellite network MBC and rated millions of viewers in the Arab region. "Nour" originally is called "Gumus" in Turkish, and it is a love story that is presented in a very special romantic mood that is tasted differently by the Arab audience who is not used of such atmosphere in the silver screen. The show was aired

on the Turkish channels in Turkey in 2005, but it didn't receive such popularity as it did in 2008 when first showed on MBC4 at a prime time with Arabic voices; at this time it became a television sensation."The show became a socio-cultural phenomenon as three to four million people tuned in to Nour every night, making it the highest rated show ever in recent Arab television history," (Sambidge, 2008). Such media introduction paved the road to Turkey that guaranteed its popularity in the Arab region and the Middle East to enter satellite competitions with other Arabic speaking news channels. Turkey also depends on the religious and the historic origins between the Turks and the Arabs who easily accepted its foreign media.

TRT (Arabic)

As a move that the country encourages and support to unite both nations the Turks and the Arabs, Turkey's state-run Radio and Television Corporation TRT has launched this year (2010) its new Arabic-language satellite TV channel. "TRT al Turkiye" broadcast in Arabic around 24 hours daily and reaches 350 million people throughout the Arab world through three satellite companies, TurkSat, ArabSat and NileSat. It seems to be professional through hiring native Arabic speaking presenters to be more credible for the audience. As stated in Hurriet Daily News.com, the channel's launch marks "a historic day for Turkish-Arab friendship," Turkish Prime Minister Recep Tayyip Erdogan said at the broadcast's opening ceremony at Istanbul's Dolmabahce Palace. Erdogan said that the new channel would improve the brotherhood, unity and solidarity between the Turkish and Arab people (Hurriet Daily news.com).

TRT General Director Ibrahim Shahin said to Hurriet Daily News.com that the Istanbul-based channel will also broadcast live from Cairo, Beirut, Damascus and Ankra. TRT broadcasts variety of News, political, social, cultural, and sports programs. Turkey's broadcast became very popular lately in the Middle East and the Arab world. The Turkish language and the Turkish culture are now attracting the Arab region especially after spreading the Turkish drama through the Egyptian and the Arab satellite channel. The Turkish culture has a common base with the Middle East due to the history of both sides which reflects the familiarity between the Turks and the Arabs and Muslims. According to Sefer Turan, the coordinator for TRT El Turkiye, told AFP that "Turks and Arabs are like the fingers of a hand."

"Turkey now wants to be an actor in the Middle East and TRT El Turkiye is one element of this policy" of re-balancing Turkish diplomacy which for years followed an exclusively Western-oriented path, said Mete Cubukcu, an editor at the NTV news channel and an expert on the Arab world." He also added that this drive, matched with Erdogan's harsh treatment and criticisms of Israel in the Palestinian conflict, gives Turkey a very positive image in the Middle East giving hope for success for the new channel. However, Cubukcu, the expert, proves that the channel has to search for a good place in the Arab region that receives hundreds of popular channels.

The Islamic Republic of Iran

President Mohammad Khatami's soft diplomacy and reformations that took place in the Iranian current agenda affected Iran's status in the region that has grown in recent years. Iran's voice became louder when the Arab region suffered from fragmentation and weakness. Iran's regional power has grown and became vivid during the military campaigns that took place in Afghanistan and Iraq in 2001 and 2003. Since then and after 9/11 crisis, Iran used its soft power extensively to push Tehran forward to dominate Middle East radical-Islamist politics and to promote for the Iranian nuclear program. Nowadays, Iran's political, financial and military links with the Sunni Palestinian Hamas and Islamic Jihad are improving, giving Iran a leading role in Arab politics (Ehteshami, 2009).

However, the usage of soft power was not always successful in improving Iran's image or in winning people's hearts and minds. In the contrary, Iran has fears of being isolated when many countries resented its ideologies and objectives. Iran's president Mahmoud Ahmadi Nejad's pronouncements clearly reflected Iran's strategic agenda in the region which many countries do not accept. Banning the Iranian satellite channel Al 'Alam from Nilesat was a clear message to the world that Iran failed to influence the regional audience and failed in using broadcasting for the benefit of the state.

Press TV (English)

In 2007, Press TV was launched to be the first Iranian international news network, broadcasting in English for 24 hours a day. Press TV is a state-owned channel that follows the media policies of the Islamic Republic of Iran. According to the official

website of the station (www.presstv.ir), Press TV staffed 400 Iranian and foreign media professionals following Tehran's agendas and policies. Press TV has many bureaus located in the most strategic cities in the world where 26 reporters are covering global and regional events and current news. According to the official website of Press TV, the channel's mission focuses on improving the Iranian public diplomacy. Press TV provides a platform for the often neglected voices around the world. It aims for building bridges of cultural understanding and encouraging people of different nationalities, races and cultures to identify with one another. Press TV's vision is to bring to light the hidden untold stories and experiences of different issues in the world.

Press TV mainly aims to counter Western popular news channels such as CNN and BBC. According to General Director of the Voice and Visage of the Islamic Republic of Iran (VVIR) Ezzatollah Zarfami, Press TV will inform people with latest news by a different voice and objective unbiased view. During the opening ceremony, the anti-westerner President Ahmadi Nejad assured that Press TV should stand beside the oppressed nations of the world without making up the news for them and added that the media should be used to occupy lands and people's hearts. Zarfami announced that Press TV will be the voice of the Iranian president and will deliver the ideologies of the great Iranian leader Ayatollah Ali Khameneh'I (Haeri, 2007).

However, Haeri states that Press TV is criticized by media figures and audience due to its lack of freedom, professionalism and the one-sided news analysis that ruin credibility and objectivity (2007). Nick Ferrari, a leading British radio presenter, quit his show in Press TV due to news credibility issues concerning covering the Iranian elections. Ferrari told *The Times* that Press TV news coverage had been fair until the Iranian elections coverage that negatively affected its credibility. He also added that Pro-Tehran propaganda contradicts with the main aim of Press TV that was announced to be an objective competitor to Western news stations (Fletcher, 2009).

Al'Alam (The World)

Al'Alam is an Arabic state-owned news channel that was launched in 2003 targeting the Arab speaking audience in the Middle East and the Arab region. The channel is based in Tehran and operated by the Iranian state Radio and TV service. The 24 hour transmission reaches Africa, Asia, and Europe. According to the official website of Al Alam (www.Alalam.ir), the channel aims to present objective and transparent news

coverage about Arab and Non-Arab issues and events. The Iranian channel goal is to spread concepts of Islamic and Arab unity among nations of the Arab and Muslim countries and to confront to any negative media campaigns. The channel shows 36 newscasts covering global and regional issues through 50 professional reporters in 40 countries around the world. The channel has four main bureaus in Tehran, Baghdad, Beirut, and Damascus.

Hasan Beheshtipur, Al-Alam's managing director, said that the purpose of the station is to present the Islamic world points of view and counter the monopolization of the Western news channels that spread their own ideologies and follow an anti-Islam agenda (Psyops in Iraq, 2003-6). However, the Iranian channel was strongly opposed by Arab region countries that resist the Pro-Tehran propaganda especially Saudi Arabia and Egypt. In 2009, this opposition came into action when the Arabsat and Nilesat, Saudi and Egyptian satellite broadcasters, stopped broadcasting Iran's Arabic-language television channel Al-Alam. According to Trend website in an article titled 'Iran says Al Alam Satellite TV ban "illegal"', the Iranian Foreign Minister Manouchehr Mottaki told the official Iranian news agency IRNA that the ban by Arabsat and Nilesat was illegal according to the contracts signed with both companies.

Al-Alam's website also refused the move and accused the Saudi and the Egyptian broadcasters of banning the transmission for political reasons. But, "Egypt's state news agency MENA has attributed the move to an unspecified contractual breach." The official website of the Islamic Radio and Television Union (irtvu.com) states that one of the main reasons that both broadcasters mentioned is station's continuous criticizing of some Arab and Muslim political figures.

According to the official website of Al Alam channel, the Tehran-based Al Alam Arabic news network is now broadcasting its programs through the European satellite Atlantic Bird 4. Many media and political activists have so far criticized the move claiming that the ban is in violation of media freedom of expression. However, others' debate was pro-ban movement due to the common fears of some Arab and Muslim Sunni countries from the spread of Shia ideologies. The use of media in the history of Shia was remarkable since the age of the leader Ayatollah Khomeini who used to distribute cassettes and recorded tapes to the exiled political figures in different regions (Gray, 2006).

China

There have been significant changes and modifications in the government strategic public diplomacy plans. China applies the authoritative media system that puts many restrictions especially on freedom of expression. China's public diplomacy moved lately from the pattern of one way propaganda to a two way communication to reach global audience and improve the state's image. One-way propaganda had negative effects on China's intercultural relations with other countries because it didn't permit for mutual communications; however, two-way communication paves the road to more interaction between China and the rest of the world through enhancing the role of public relations and public diplomacy tools (Zhang, 2008). Zhang stated that in a survey conducted by the BBC in 2005 good results were shown concerning China's usage of the soft power and its influence on global audience. The survey shows that 48 percent of people from 22 different countries said that China's role was mainly positive in comparison to the case of the United States and Russia which show only 30 percent who considered it as mainly negative ("China's influence seen as positive", March 5, 2005).

China's efforts in enhancing public diplomacy paved the road to use satellite broadcasting to influence the global audience. China operated satellite foreign broadcasting by launching China Central TV in English, French, Spanish, and lately Arabic. The launch of CCTV Arabic station opened a long debate among media people, politicians, and scholars. Lynch argues that there could be some reasons for launching such a station targeting the Arab audience. First, China can use media to have much impact on the Arab public opinion. Second, the reason could be to participate in the great power status competition. Third, China might be protecting state interests through using the soft power. Fourth, China has got energy and marketing interests in the Middle East which should be monitored. Whatever the reasons are, China is doing efforts nowadays to enhance its public diplomacy and to attract the world attention as it did in the industry field (Lynch, 2009). According to the official website of the station, Jiao Li, President of China Central television, argues that the main strategy of the channel is to expand China's global influences and improve China's media services.

China Central Television (CCTV Arabic)

The well-known label "Made in China" that invaded the Arab market entered media field by launching a pan-Arab satellite channel holding its global name on. In 2009, China has launched its new 24 hour Arabic speaking news channel (CCTV Arabic) to reach about 300 million people in 22 countries in the Middle East and North Africa. According to AlJazeera website, Zhang Changming, Deputy President of CCTV, said that through the Arabic channel will be a cultural bridge between China and the Arab countries. Changming announced that 'CCTV Arabic' will deliver an objective and transparent message to the audience and will present the real China.

The channel covers internal and global news through CCTV bureaus in different countries besides entertainment and culture programs. The official website of AlJazeera also stated that the Hong Kong-based South China Morning Post newspaper reported that Beijing was prepared to support the development of its media with \$6.6 billion.

The image of the anchors and presenters of CCTV Arabic seems to be simple and professional. The Chinese anchors speak in a native Arabic speaking accent which broke the stereotypical Chinese features and created familiarity on screen.

Korea

Korea is one of the countries that still lack a powerful public diplomacy that can promote for its culture and its policies. Korea does not have "effective communication tools that can address the growing interest in Korea around the world, said Yoo Jae-Woong, an advisor to lawmakers and government officials on overseas promotional activities (Jeong-Ju, 2011). Yoo told The Korea Times that the government needs to set up a database that gives all accurate news and information about Korea and to be available to foreigners at any time in order to improve Korea's international status. The state-owned Korea Overseas Information Service was renamed as the Korean Culture and Information Service and became an arm of the Ministry of Culture, Sport and Tourism under the supervision of President Lee Myung-bak in 2008.

Lee introduced some ideas for promoting Korea's economic and social achievements to foreign countries in order to improve investments and tourism.

Lee also reinforced a new concept to promote for the Korean identity and culture calling it "Nation Branding." This concept aims to reduce gaps among nations and reinforce inter-cultural communication through different culture exchange activities and social events. Lee assured that Korea's economy has grown swiftly in recent years, but its global contribution is still weak (Jeong-Ju, 2011).

Arirang TV

"Korea for the world, the world for Korea" is the main slogan for the Korean international television channel Arirang. According to the official website of the agency, Arirang TV was launched in 2000 as a 24 hour public service agency that aims to enhance Korean international relationships through presenting special programs about the Korean culture. It is dedicated to the development of media, broadcasting, and advertising industry. The mission of the station is to provide news and entertainment that suit international audience. Arirang is operated under the supervision of the Korean international broadcasting foundation that was founded in 1996. The whole broadcasting foundation comes under the Ministry of Culture and Tourism for the Republic of Korea.

Arirang TV launches worldwide broadcasting in Europe, Africa and the US. In 2004, Arirang launched its Arabic language service in the Arab region. According to the official website of Arirang, the programs of the channel contain 26.6 percent for Korean information, 50.6 percent for tradition and modern cultural promotion, and 22.8 percent for the international cooperation. The percentages prove that the Korean information gets the highest attention from the station to reflect the Korean culture through different programs. Arirang Arabic news is offered with the Noon Arirang News from Monday till Saturday and with Arirang News on Sundays. The channel covers all current international issues in politics, economy and culture.

Russia

Russia's foreign relations are strong since ages especially with the Arab region. The Soviet Union had a great influence on Egypt and Syria during the cold war. For example, the nationalist agenda of former Egyptian president Gamal Abdel- Nasser was strongly supported by the Russians. And in Sudan, Russia had good relations

with Jaafar Nimeiri, who rose to power in 1969, but in 1971, the Sudanese Communist Party, attempted to overthrow him without consulting the Russians.

However, the attempt failed, Nimeiri became authoritarian, and was eventually replaced by an Islamist government in 1989 (Katz, 2009). The fall of communism didn't stop the role that Russia can play in the Middle East and the Arab region when it worked hard to appear recently during St. Petersburg 2006 G-8 summit which occurred during the Lebanese-Israeli War proving its independent power. The neutral economic ties and the positive political moves hit the United States that became an enemy for most of Muslim and Arab countries (Dietz, 2010). Therefore, the chance for enhancing public diplomacy messages through international TV broadcasting is good in spite of being in harsh competition with popular Arab and non Arab broadcasters.

Rusiya El Youm (Russia Today)

It is clear now that the Arabic language broadcast is attractive and important for many countries in Europe, United States and lately Russia. Rusiya ElYoum or Russia today (RT) Arabic TV is a recent television channel owned and launched by the Russian government. Rusiya El Youm is an international broadcast Arabic-language channel and the first all-digital Russian TV network, sponsored by the state owned Russian news agency RIA Novosti. Rusiya El Youm presents various programs of entertainment, sports, culture besides the daily news casts. Russia deals with this channel in a professional manner by hiring native Arabic speaking Russian presenters who reflect credibility and familiarity.

The purpose of this move towards using international broadcast can be similar to other countries who seek positive propaganda. It's not a new movement from Russia but it had roots since the cold war era that used Radio Moscow to talk to the world. Recently "to Putin, television was the only way to get his message across while retaining full control of that message," (Ioffe, 2010). Margarita Simonyan the young RT head and the former Kremlin press pool correspondent announced that RT will be a perspective on the world from Russia and it will present a balanced picture for the Russian society that looks different in the foreign media (Ioffe, 2010).

However, the future of this channel, like other foreign channels speaking Arabic, is a controversial issue. Professor Marc Lynch of Williams College in the United States commented in *The Arab Media and Society* on the future of this channel. Lynch believes that the Russian TV in Arabic will simply vanish in the crowd of satellite channels and will disappear in the "ocean of other broadcasters" (Heil, 2007). Despite the RT's favored status in Russia, it attracted little attention abroad, where it had to compete with the most popular like BBC and Al Jazeera, whose budgets can never be compared with RT's. The first year channel's budget was just \$30 million, but it grew in subsequent years before the harsh times of the global economic crisis that began in 2008. However, the Kremlin has announced that "it intends to spend \$1.4 billion this year on international propaganda," says Masha Lipman, an analyst with the Moscow Carnegie Center. "On the other hand, it has to show a positive image of Russia, and, if you're competing with Al Jazeera, this second function gets in the way," (Ioffe, 2010).

According to Ioffe, Russia Today goes into international TV broadcast competition with a staff of 2,000 young generations of journalists, correspondents and presenters whom Simonyan depends on in providing unbiased information and news about the Kremlin and Russia. However, Simonyan assured that the target audience is still vague since the disappearance of Anti-America ideology and the state enemies. There is a big challenge for Russia to send balanced messages to the Islamic world and the west who deals successfully with media (2010).

Russian media challenges both types the Western and the Arabic media that provide suitable messages for suitable target audience. Simonyan assured that RT will present the true face of the Russian culture that is ruined through western media for ages through young mature media generations controlling all tools of success such as language, education and professionalism (2010).

The Historical Development of Satellite Television in the Arab World

The Arab Media System

Since decades, Arab televisions have been owned and operated by the governments under authoritarian media system. The authoritarian system puts the government in full control over all media types especially broadcasting. Restrictions over freedom of expression and setting many red lines are common in most of the Arab media.

Criticizing the governments, the royal family members or even the state regulations is totally unaccepted and prohibited in the state-owned Arab media especially in broadcasting. Arab leaders believe in the powerful role that broadcasting plays in nations' mobilization, so they have fears over freedom of expressions that may negatively affect social and national security.

However, the swift technology developments and the usage of satellite services proved to be more powerful than the leaders' desires. The satellite revolution broke all boundaries and created new type of broadcasting in the Arab world which is the private-owned media. Until the 1990's, there were Iraqi, Moroccan and Lebanese exceptions to this trend by launching private stations through a partnership between the state and business interests followed by booming launches to more than fifty TV channels such as Middle East Broadcasting Corporation MBC that is owned by the Saudi royal family and Saudi business men (Boulos, 1996; Kraidy, 1998b).

During the Gulf war, broadcasting played an important role in covering war events when Cable News Network (CNN) proved its popularity in the Arab region. Since then, many satellite channels whether state-owned or private have been launched, such as the government-owned station ESC (the Egyptian Satellite Channel) in 1991, named now "Al Misreya.

In 1996-1997 the Arab Satellite Communication Organization (ARABSAT), financed by Saudi Arabia, launched its second generation satellites 2-A and 2-B carrying 34 active transponders giving ARABSAT a competitive status in the region. The third generation of the ARABSAT 3-A satellite was launched in 1999, co-located with 2-A, which is covering all the Arab countries, most of Europe and parts of Africa (Kraidy, 2002). Launching Satellites and new stations gained popularity in western countries and became known for foreign audiences. Moreover, "Television sets in Arab households in Manchester, Berlin, Rotterdam, Marseilles and many other

European cities are tuned most of the time to Arabic speaking channels that transmit from their area of origin," (Hroub, 2007).

The technical development of broadcasting field created a competitive atmosphere between state-owned and private stations. Kraidy assures that the technical boost is not the sole reason but the wide range audience is another; 300 million Arab viewers are receiving variety of information and entertainment every day which lead to harsh competition among broadcasters (2002). The Arab world is also a very important market for Europe, Asia and the United States of America. Around \$500 million annually is estimated for the market of satellite television advertising in the Arab world. Most of the estimates are spent by "multinational corporations which are reluctant to risk alienating governments in the region" (Gambill, 2000). According to Boyd (1999) "Arabic [was then] second only to English as an international broadcasting language" (p.5). Arabic language was also chosen to be one of the most selected languages in radio stations even before the rise of television (Heil, 2007).

Strategic importance, oil productions, political tensions and huge market places are some reasons for the increased globalization of the Arab media and for attracting broadcasters to launch Arabic speaking stations for the Arab audience (Kraidy, 2002). Therefore, the supreme control of the Arab leaders through the authoritarian media system became under globalization threats emerging from the access to different sources of information and the usage of satellites that may shake stability and security grounds for they can't control messages sent or news contents in international stations.

According to Ayish (1997), the convergence of relative political liberalization, economic privatization, and the acquisition of new communication technologies are main factors for creating the satellite revolution. Globalization and international broadcast is double-edged weapons that may affect the populations positively and also negatively. Losing control over the sent messages to the nations through satellite broadcasting is undesirable for the Arab leaders who need to set new agendas for international broadcasting (Kraidy, 2002) and to make some efforts to enhance the role of their broadcasting in public diplomacy.

During 9/11 attacks, Arabs and Muslims faced difficult experiences of racism and harsh criticisms in many Western countries. At that time, Arab TV networks played important role in offering comfortable refuge for alienated Arab viewers.

"Their anxieties, problems and complaints against a sharp perceived rise of hostile sentiment in the West against them have found expression on these TV channels," (Hroub, 2007). Meanwhile, other international foreign speaking television networks owned by Arab and Muslim governments served as political platforms for the Arab and Muslim leaders who tried to improve the Arab-Western relations. Accordingly, the role of broadcasting in enhancing public diplomacy became vital because of its effective role in mobilizing nations' concepts and judgments than any other types of media especially at times of tensions and conflicts. Improving state's public diplomacy is the responsibility of governments and therefore should be the responsibility of the state-owned television stations that can provide special designed agendas to export positive ideologies and improve foreign relations with other countries and nations.

The United Arab of Emirates

In the last 10 years the population has increased swiftly and doubled from two million to four million. The UAE at this time is looking for more "variety in its local media to reflect the diversity of the country." In the past there were few English language channels and radio stations that reflects local and cultural interests, but now they can be many (Feldman, 2006). Jihad Fakhreddine, research manager of media for the Pan Arab Research Centre, has published a study of cultural participation through the media for Zayed University. As quoted in Feldman "his findings suggest that the population of the UAE, especially Dubai, is too diffuse and mixed for any possibility of social cohesion or even interaction, apart from in business. The main problem, he argues, is that the media is produced by expatriates" (Feldman, 2006).

Fakhredine states that one of the reasons that push the locals away so they are not attracted to media employment is their preference to government works. Local and satellite channels and papers are owned by the state, but they are produced by foreigners. He also states that the foreign taste that they are constructing leaves an artificial look for Arabic culture presenting it as a cohesive community which he considers an abstract notion (Feldman, 2006). The media system that the Emirates follow resembles the systems that many other Arab countries follow. Sally Feldman proves that the government in UAE puts strict control over all sectors and fields in their countries through the authoritarian system that is applied also on citizens' daily

lives. But, Feldman assures that English speaking media in the Emirates' media city in general have more freedom.

This media city is considered as one of "several trading areas designated as a freezone, which means that the state media laws do not apply" (2006). Dubai media city (DMC) is a young media empire that invaded the Arab region by many high quality satellite channels. According to the official website of DMC, Dubai Media City is a successful reflection of the vision of his Highness Sheikh Mohammed Bin Rashid Al Maktoum, UAE Vice President, Prime Minister and Ruler of Dubai. Sheikh Al Maktoum succeeded transforming Dubai into a knowledge-based society and economy. DMC provides every kind of media business, which includes marketing services, printing and publishing, music, film, entertainment, broadcasting and information agencies. Dubai Media City is a dedicated media zone that ensures freedom in all media businesses and provides advanced infrastructure, support services, and tax-free income.

Feldman discusses the notions of Fakhreddine who states that there is a misleading state in the media system of the Arab countries. They say that it's an illusion to present democracy and freedom in societies ruled through authoritarian systems. Locals who live in monarchy know nothing about responsible freedom of speech and can never reflect a balanced cultural state through satellite stations that talk to other free nations.

Dubai One

Dubai became now a very popular and special city not only in the world of tourism but in media as well. According to the official website of Dubai Media Incorporated, Dubai English-speaking TV Channel 33, was shut down and re-launched with a new name as DUBAI ONE in 2004. The channel appears as modern, live elegant and young station for English speakers presenting variety of knowledge and entertainment programs for all members of the family. DUBAI ONE is free to air and is carried on both NileSat and ArabSat to cover the entire Arab region and Asia. According to the official website of this station, "the partnership with some of the biggest Hollywood studios offers access to the rich library of Box office hits and award-winning shows."

The official site schedule contains a mixture of "original, locally produced programming with the best of American dramas, movies, half-hour comedies, reality,

culture, talk and news shows." This variety of shows and programs makes the station look rich and covering the foreign and the Arab tastes.

Lately, Sheikh Mohammed addressed a gathering of Arab journalists in Dubai, encouraging and asking for more freedom of speech, but this is a somewhat empty encouragement.' For example, the local broadcasting company Al Arabiya is owned by Gulf/Saudi business interests and is heavily controlled (Feldman, 2006).

'Dubai may appear very modern, and technologically it supersedes the West, but this masks a very traditional sensibility among locals. Change will never come because the Sheikh is central to all decisions and developments.' A new analysis of the media is needed to understand and apply to the Arab world. There is no definition of the role of the press in these countries, where the notion of objectivity, the public sphere and the fourth estate is meaningless.

Qatar

A turning point of the history of Qatari media has been witnessed since the accession of Sheikh Hamad Bin Khalifa Al Thani to power in the Qatari government in 1995. Since his accession, many signs of improvements in media and broadcasting were detected especially after lifting media censorship and abolishing the Ministry of Information that was transformed into independent bodies such as the National Council for Culture, Arts and Heritage and Qatar General Broadcasting and Television Corporation. These courageous decisions paved the road to increase the level of democracy, freedom of expression, and public participation in the Qatari state. In 1996, freedom of expression in Qatari TV broadcasting had been proven by launching an Arab news satellite channel Al-Jazeera that gained tremendous popularity in the whole world. The launch of Al-Jazeera was followed by another channel which is Qatar satellite channel in 1998.

According to the official website of Qatar embassy, the law establishing Qatar General Broadcasting and Television Corporation was issued in May 1997. The law gives the Corporation an autonomous government budget under the direct authority of the Council of Ministers. The Corporation is composed of Broadcasting Department, Television Department, Financial and Administrative Affairs Department, Department of Publications, Qatar News Agency and Foreign Information Agency. The Corporation aims to uphold safeguarding the freedom of the society and

achieving common goals of the general policy of Qatar one of which is the scientific development of the state.

The corporation has a board of directors comprising a chairman, deputy chairman and membership of representatives from some ministries and other government bodies. The corporation is responsible for establishing, owning, and supervising the content of Audio and Audio-Visual broadcasting stations. It is also responsible for producing, presenting and marketing local and international programs that preserve the cultural national heritage.

Qatar 1(Arabic)

According to the official website of Qatar embassy, QTV Satellite Transmission started in 1998 and currently transmits 18 hours daily presenting well-balanced programs that combine information, education and entertainment, using the most advanced equipment and technologies. The expertise and professional media practitioners run QSC that depends for its program and news coverage on several information sources. The sources include audiovisual information agencies such as ARABSAT network and news and information exchange links with Arabic and international.

According to Qatar Today, QTV improved some sectors in the station to enhance the quality of the channel's productions such as installing the graphic device, setting comprehensive plans to upgrade the engineering departments, upgrading the news studios, and supplying new outdoors transmission vehicles (2005).

Qatar 2

Qatar 2 is the Second foreign speaking satellite Channel. It presents the latest foreign serials and films besides a daily news bulletin in English and a weekly news bulletin in French through 10 hours of transmission. The Second Channel also presents specialized sports programs and live coverage of all sports events held in the country and abroad. Moreover, QSC has produced some high quality award-winning dramatic works which were broadcast through QSC and other Arab and Gulf screens. Qatar 2 is a variety channel that presents popular productions of the western media to foreigners living in the region.

Al-Jazeera

AlJazeera (translated in English to "The Island") satellite news channel was launched in November 1996 with a strong surprising opening. From the first day of opening, AlJazeera appeared to be independent from authoritative governmental censorship. Freedom of expression and professionalism were main factors of most of programs of the channel that became a global name in broadcast.

Viewers, governments and decision makers found different news services through Al-Jazeera especially during US-Afghanistan and Iraq wars that were covered lively from the wars spots. The official website of AlJazeera estimates that the channel has about 200,000 subscribers in North America through Dish Network's Arabic tier, but it is free to air to those in the Arab world.

More than 30 bureaus and hundreds of correspondents are covering the whole world giving millions of viewers latest up-to-date fresh news with a new uncensored perspective on global events. According to Gambill, Sheikh Hamad Bin Khalifa hired most of the BBC Arabic Service's editors, reporters and technicians to form AlJazeera staff. For the first five years, the Emir financed AlJazeera with \$140 million until the company would sustain itself through advertising revenues. However, AlJazeera did not make such revenues so, the Qatari government has been spending around \$100 million each year to support the station (2000).

AlJazeera has offered its audiences in the Arab world much needed freedom of thought, independence, and platforms for discussion and debate. AlJazeera's "vision and mission statement" declares that the channel "aspires to . . . support the right of the individual to acquire information and strengthen the values of tolerance, democracy and the respect of liberties and human rights" (Al-Jazeera, 2005). As mentioned in the official website of AlJazeera, the channel tries to cover all opinions with "objectivity integrity and balance." It offers debates that are 'verbalization of Arab publics' critiques of government" (Iskandar, 2005). Somehow, this station acts as a safety valve, releasing anxiety within the Arabs without directly threatening governments. Moreover, news programs put a spotlight on some of "the worst excesses of the region's regimes" (Pintak, 2008).

However, Gambill states that many Arab regimes complained about something in Al Jazeera that received over 400 complaints from Arab governments (2000).

AlJazeera's reputation was cemented after 9/11 attacks through presenting its exclusive access to tapes from bin Laden (Greenwald et al., 2004). However, these tapes brought troubles to Qatar's foreign relations especially the US that accused Al Jazeera of promoting for terrorists during Bush administration and lead to banning Iraq reporters from coverage.

Despite the fact that the Government of Qatar faces Arab complaints and challenges to preserve the high ceiling of freedom of expression, it seems to be proud of AlJazeera's success and courage for criticizing the Arab governments and attract attention to this tiny country. Other Arab satellite channels, even the ones developed and owned by other governments have, to some extent, imitated AlJazeera by improving the content and the technical quality of their news coverage.

Al-Jazeera (English) AJE

After becoming a global media name in the field of broadcast, AlJazeera in Arabic was followed by another AlJazeera station in English. In 2006, Qatar launched its second satellite channel AlJazeera English as a new form of transnational media. AlJazeera International mission is to break the western monopoly on the telling of history by participating in English-language discussion of global issues. The channel transmission takes place from four coequal centers around the globe Kuala Lumpur; Doha, Qatar; London; and Washington, D.C.

AlJazeera English proved its professionalism by hiring popular media figures such as David Frost, Dave Marash, Felicity Barr and Riz Khan, formerly of CNN International and BBC World Service to host a news interview show. According to Will Stebbins, the international channel's Washington bureau chief, commenting to Columbia Journalism Review, AlJazeera English will open new bureaus in Africa and will employ media practitioners from more than thirty countries (Malek, 2006).

Price says that launching AlJazeera English in the United States is an attempt in informal decision-making and informal government influence studies. But finding a place on a major direct-to-home satellite platform or even cable systems went through many unsuccessful attempts; the only way to receive AlJazeera English in the US is through Globe Cast satellite, regional cable providers, or through internet (2008).

AlJazeera English expects reaching success depending on the popularity and distinction of the first station that brings world recognition to its tiny country. The channel faces hard competition with the most popular English speaking stations such as CNN and BBC. These two are the most credible sources of information and news for millions of viewers around the world. AlAmrani argues that one of the ways to attract western viewers is to "differentiate its content from what is available on mainstream US news channels," (2006).

The launching of AlJazeera English was not welcomed by many Americans who named the station "Bin Laden channel" and went on protests to stop this launch. But the United American Committee press release proved that there is no law that permits America to ban launching the station or to prohibit AlJazeera from broadcasting in America. Western and foreign media experts also believe that AlJazeera English's identity "could have an impact on how the original channel is perceived" (AlAmrani, 2006). Thus, both channels are facing big challenges to survive successfully.

Kingdom of Saudi Arabia

International Broadcasting

Saudi Arabia is one of the major countries in the Arab and Muslim worlds; its stature is built on its geographic size, its prestige as the custodian of the birthplace of Islam and status as major oil producers. Despite the fact that Saudi Arabia is a pioneer and a leader of pan-Arab satellite television, it is one of the most tightly-controlled media systems in the Arab region and the Middle East. According to the official website of BBC News, private Saudi media cannot run from the Saudi land but they operate from outside of the country in places like Dubai, London and Al-Bahrain.

Saudi Arabia follows the authoritarian media system which the royal family applies in all sections and types. The official website of the Arabic Saudi channel KSA1 mentioned that Saudi media invested millions of riyals to improve media services and be on the leading ranks in the world of broadcasting over the past years. Broadcasting Services of the Kingdom of Saudi Arabia (BSKSA) is state-owned and chaired by the minister of culture and information.

BSKSA operates four TV networks including the news channel Al-Ikhbariya. Channel 1 is an Arabic speaking station and Channel 2 is an English one. The

English channel presents foreign films, short features and programs from European and American television sources. Saudi TV Channel 2 is a 24-hour news and entertainment channel that broadcasts reports and stories from all over the world. Channel 3 is a sports channel according to the official website of the Saudi channel.

KSA 1

The first satellite channel is an Arabic general speaking channel that presents variety of programs. The channel presents serials, cultural programs, religious programs, economy and sports programs. The channel also presents social and cultural programs that provide information about the Saudi culture and heritage. Egyptian entertainment and Arab entertainment besides its own production of Arab serials and dramas are also presented in the station. The first channel won the excellence gold award in the Arab Gulf festival of Radio and television for year 2010.

Dr.Mohamad Barian, the head of KSA1 announces on the official website of the station that the station changed its strategy since two years to attract more local viewers who ignored the station for years. Barian assured that the reason for this neglect is the serious content of political and social issues that channel one used to present. Barian added that the new agenda puts more entertainment contents to fulfill the needs of the Saudi and Arab audience. He also proves that the channel got the highest viewing rates during the month of Ramadan of 2010 and it is an evidence for having a successful agenda. KSA1 also won the golden prize for two children programs from "The Arab Radio and Television of Jordan" this year.

As mentioned in the official website of the station www.saudi1.tv, the mission of this channel is to be the true Saudi voice that talks to the Saudis and the Arab world. The Saudi culture suffers from negative judgments that need to be justified through a satellite platform such as KSA 1. Negative stereotypes of the Saudi conservative culture need to be clarified and defended especially to non-Muslim cultures which stick negatives to Islam. The target audience of this channel is the Saudi audience and all Arabic speaking viewers in the whole world.

KSA 2 (English)

The second Saudi channel is a general English speaking station that presents a variety of programs and entertainment. The channel presents a daily English news bulletin and a weekly French one. It is a state-owned station that follows the authoritative

media system. The channel, using foreign languages, aims at spreading the cultural heritage of the Saudi Kingdom among western audience. Saudi Arabia is known for having the most important countries for the Muslim world Mecca and Medina that are visited by dozens of nationals every year for pilgrimage.

The image of Saudi women is also one of the main concerns of the channel that many programs discuss to defend its case. Saudi youth is another angle that the station cares about when producing programs. The Saudi channel also aims at preserving the national identity and preserves the religious Islamic principals through professional media practitioners. High level of credibility is one of the targets that the channel seeks through presenting unbiased analysis and information about the Kingdom. According to the official website of BBC News, the image of Saudi Arabia has been ruined since 9/11 attacks that had relations to Saudi nationals. Since that time, the public policy and affairs struggle to defend the true image of Islam and Wahabys that are stuck with images of terrorism. Using media especially broadcast is one of the tools that the government is trying to use and support. However, state-owned stations still need improvements and modifications to reach same popularity of other private Saudi channels such as MBC group.

The mission of this station is to talk to the west and send un-biased news and information about Saudi Arabia. The channel is proud of hiring professional and native-speaking youngsters who have all tools of success. The channel presents cultural and religious documentaries in a very simple direct language. Presenters and script writers of the programs choose current controversial issues to be discussed on their screen in a democratic way. The channel encourages the youth to participate in the social and cultural debates but with religious and political restrictions over the topics that should never touch the royal family members and the governmental policies. Dr. Abdel Aziz Khoja, the minister of information and culture, announces on the official website of the station that the ministry is proud of the Saudi satellite channels for being one of the top stations in the Gulf region and proud of the efforts done by Saudi young generation. He also added that Saudi satellite stations are the only true Saudi voice and image of the Kingdom that the ministry takes care of and invest millions of Riyals to develop their missions.

Al-Ikhbaryia

Despite the fact that Saudi Arabia controls all media sources, it permits lately for a space of freedom of expression through political discussions and analysis in the specialized station Al Ikhbaryia. The channel is the first and the only state-owned news station in Saudi Arabia located in Riyadh that was launched in 2004.

Al Ikhbaryia presents news bulletins, documentaries, and programs for analysis and discussions. It also presents economy, sports and social programs which are presented by professional media figures. When launched, Al Ikhbaryia started with a surprising opening by "women presenters", an image that broke all negative stereotypes of suppressed Saudi women. This decision came after taking permissions from the management of the channel that encouraged women participation in broadcast. King Abdullah who came to power in 2005 also encouraged women participation in media through live meetings with groups of women workers in Al Ikhbaryia to listen to their recommendations and demands (Sakr, 2009).

The spread of news and entertainment stations since 2000, lead to fierce competition among satellite channels. Competition in the field of news stations is a hard task for Saudi Arabia that has no past experiences in this field. Competing with popular news stations such as Al Jazeera makes the mission of Al Ikhbaryia very difficult. Sakr (2009) argues that Al Ikhbaryia should focus on national news and current affairs to compete with other popular channels. According to the official website of the station, the minister of culture and information Dr. Abdel Aziz Khoja stated that the station aims at raising the level of Saudi credibility of telling the news especially local news that relate to the government and members of the royal family that are misjudged in other news channels. The channel's mission is to participate in satellite news telling and be the true and credible voice of Saudi Arabia. Khoja also said that using high technology and participating in media revolution is one of the goals of the ministry of culture and information that invest millions of riyals every year to develop media services in the kingdom.

Syria

The Syrian Broadcasting Organization was founded in 1946 presenting the official state-owned radio service. In the first decade, the organization launched broadcasts in English, French, Turkish and Hebrew. In 1960, the official Syrian television was

launched. Since Syria was united with Egypt from 1958 till 1961 (named the United Arab Republic) and since Egypt had the most developed media in the Arab world at this “Nasser's” era, this helped and benefited the Syrian television a lot when launched. The Syrian radio and television followed the Nasserist model that remained even after the UAR ended in 1961.

There were no expansions in television broadcasting till the 1970s because of major economic crisis after Syria's costly participation in the 1967 and 1973 wars. Syrian regime launched color broadcasting in 1979 by the assistance of the experts of the United States International Communication Agency. At that time, Jordanian, Israeli and Turkish colored television appeared in competition with other Arab broadcast.

In 1991, some regulations contributed in the new movement of Syrian media and productions through Law 10 that eased restrictions on television drama production. In the late 1990's the Syrian Satellite Channel was launched, but the overall structure of Syrian broadcasting remained unchanged and undeveloped.

Syria Satellite Channel

Syria Satellite TV is the official state-owned channel that is operated by the Syrian Ministry of Information. The channel is based in Damascus and reaches the Middle East, Europe, the United States and North Africa. Syria satellite channel presents variety of 24-hour Arabic language programming from Syria. It presents daily news, sports, music, movies, and entertainment shows.

According to the official website of Syria Satellite channel, on June 2000, the station started airing a daily news bulletin in Hebrew aims at revealing the truth to the Israelis. This is not a new movement in Syrian broadcast to air news bulletins in Hebrew because the Syrian state-owned "Radio Damascus" has been airing a weekly Hebrew news program in for several years. The channel also presents news bulletins and programs in English and French during the day. The station shows the best popular Syrian serials of the famous drama productions of the country.

Arabs, Israelis, Americans and Europeans are main target audiences of the Syrian satellite channel. The mission of the channel is to be the only news provider for Arabs and Syrians themselves concerning internal current issue. The director of Syrian television, Diana Jabbour announced that her mission is to “make the screen a bridge between citizens and the state” (Kraidy, 2008).

Syria follows the authoritative media system like many other Arab countries. The authoritative system puts the power of censorship and control in the hand of the government and authorities of the ministry of information. According to the official website of BBC News, Syria controls freedom of expression in media and prohibits private Syrian stations to present political news. The sole platform for news and political discussions is the official Syrian channel that reflects the state's ideologies and culture. The tensions between Syria, Lebanon and Israel put burdens on the Syrian government to be aware of the role of the media during clashes and political struggles by controlling news releases and monitoring broadcast contents.

The political and social status of Syria forces the Syrian government to cover the enemy events and analyze incidents with transparency to gain credibility among viewers who have other credible broadcast sources. But, handling the Syrian-Israeli relation is one of the toughest challenges for Syrian state-owned broadcasting. According to Kraidy (2008), at the time when Syria's leaders have legitimated their rule by encouraging their commitment to Arabism, the assassination of Rafiq Al-Hariri, a Sunni Arab popular billionaire, challenged Syria's view as the heart of Arabism. Syria became more vulnerable to harsh criticisms through successful Lebanese media campaigns through popular Lebanese broadcast threatening the Syrian regime.

The Syrian authorities were unable to create an effective campaign to counter Lebanese media attacks because Syrian media were in a profound crisis at that time. However, The Syrian drama saved the country from total failure and played a role in creating a Syrian popular space in the Arab media due to the 1991 Syrian Investment Law no.10 that removed many restrictions over drama productions. Syrian television serials productions were considered the best in the Arab world competing with the pioneer Egyptian drama production. According to the law, partnerships between the state and private writers and directors permitted the first state-owned television. In spite of regime-associated owners, the smooth atmosphere encouraged investments in this field of production and attracted rich Gulf countries to buy these Syrian productions to be presented on their screens especially during Ramadan that gets high viewing rates.

Kraidy argues that in spite of the remarkable success of Syrian television drama, Syrian news and public affairs have suffered and became in a catastrophic status.

Anwar Al-Qassem, a Syrian writer in Al-Quds Al-‘Arabi daily newspaper based in London assured in an article that is quoted in Kraidy (2008) that the Syrian media sector remained backwards pushing 90 percent of the Syrian audience to turn to other Arab channels. Al-Qassem claims that Syrian TV “does not reflect a constructive and honest dialogue for the Syrians' own country. And he assured that in 2005 Syria witnessed technology progress and hired more than 6000 employees. However, these thousands of workers couldn't handle and use the effectiveness and influence of the new technologies successfully.

However, slight movements took place through political figures in Syria asking for more freedom in media. Kraidy (2008) states that before the 2005 Ba‘th Party Congress, then-Information Minister and former journalist Mehdi Dakhlallah stated publicly that Syrian newspapers were “unreadable,” This incident put pressures on Syria’s chief censor to resign, and pushed Syrian journalists to insist on freedom of expression. Dakhlallah also declared that Syrian media were in a planned transition interms of structural reforms in the plan that included establishing a Syrian Media City in Damascus, the media city allowed privately-owned Syrian satellite television channels to operate but within restrictions, and appointing a number of women in key positions in the sector. However these movements remained steady and unchanged till 2007 at the time when other Arab channels operating successfully and attracting most of Syrian audience to watch their screens that became more credible than their own country's media (Kraidy, 2008). Syria won the battle of having the best drama productions in the Arab region, but lost the battle of winning the hearts and minds of its own nation.

Palestine

As a land of fire and war, Palestine is a very special case concerning its governmental and media system. The non-stop wars and struggles between Israelis and Palestinians lead to having also non-stop news coverage in this spot. Television coverage that takes place in this region is continuous for 24/7 in all local and satellite channels. Palestine deals with foreign media since ages due to the importance of its case in the Arab region (Kraidy, 2002).

According to the official website of Palestinian Broadcast Corporation, the foundation of Palestine Broadcast Corporation (PBC) decree was declared by former

President Yasser Arafat by an issue carrying no. (40506) in Tunisia on 6/7/1993. President Arafat assigned Radwan Abu Ayyash for the mission of establishing the media corporation. The Palestinian TV and Radio became legal after signing a declaration agreement between the Palestinian Liberation Organization PLO, and the Israeli government on 13/9/1993 emphasizing the importance of the PBC role in stability and regional peace. However, Palestinian broadcasting appeared late especially Satellite television that started by launching Palestine Satellite channel that was established in Gaza in 1994 with an office in Ramallah.

Palestine Satellite Channel

The channel is a part of the Palestinian Broadcasting Corporation. Nowadays it broadcasts in the West Bank only because the main office in Gaza was closed by Hamas forces in 2007. The transmission of the station reaches Africa, Asia, Europe, North and South America (Aqtash, 2010). Palestine Satellite channel is a general station presenting entertainment, serials, political programs and news aiming to provide credible internal news and information.

The channel aims to present cultural Palestinian true image and its main goal is to provide credible local news and be a part of the peace movements in Palestine. Living with the enemy in same place created a "messy" news releases and spread of rumors and fake stories. Kraidy quoted Temko (1984) claiming that sometimes Palestinians tune to "The Voice of Israel", the Jewish state's Arabic propaganda station, to get information and news which negatively affects citizens' perceptions of the events. This situation pushes Palestinian media practitioners to cover and clarify all news related to the Israeli-Palestinian conflicts especially after Israel's launch of its Arabic satellite channel targeting the Arab audience and trying to bring peace messages with Arabs (Kraidy, 2002).

Palestine satellite channel is a state-owned channel that is controlled by the government that applies the authoritarian media system just like most of the Arab countries. However, conflicts and war force media people to be more transparent with the viewers who need to hear credible news from the national station which has to widen the space of freedom of expression.

Palestinian and Arab audience get fake news from Israeli news release which pushes the audience to seek for credible sources of information in other media

sources. So, the question here is: Do Palestinians consider their own broadcasting credible source of news? And How the Palestinian leaders evaluate their own country broadcast?

According to a study done by Aqtash (2010) to evaluate the most credible broadcast sources of news and information for Palestinians, more than 90 percent of the Palestinians do not trust the Palestinian broadcast while 37 percent of the Palestinian leaders consider AlJazeera channel as the most credible and 51 percent of the Palestinian thinkers consider the same. Another surprising result was the percentage of the audience that rated 2.7 percent only who think that Palestinian Satellite channel is a credible source of news and information. As quoted in Kraidy, AlNawawy and Farrag (2001) demonstrate that became a global credible name by challenging all media sources to break all Arab taboos. AlJazeera make interviews with all sects and nationalities ranging from interviewing Israeli authorities to Islamic radicals and therefore it was able to sell the network footages fascinating the Arab viewers and the whole world (2002).

According to the study, the quality of broadcasting provided by the state failed to attract its local audience and therefore, it will be difficult to attract Arab audience who need credible satellite news source. Leaders themselves who operate the Palestinian media do not trust its service and searched for other credible sources which lead to failure of the mission of the satellite channel that should be the credible national source of information. Moreover, the target audience of the station is still missing and this makes the mission of the station gets harder and vague.

The missing target audience is not the only hard mission, but continuous normal media operation under fire is the big Palestine challenge. According to the official website of the PBC, the Palestinian Broadcast Corporation was destroyed several times by Israeli troops. In 2000, the Israeli planes attacked the TV transmitter and the satellite station in Gaza. And in 2002 in Jenin, a private Israeli troop broke into the TV transmission building and exploded all transmission devices. And once again in the same year, the Israeli tanks broke into the PBC exploding the five-story building with all devices and equipments. Radwan Abu Ayyash PBC Chairman had commented on the official website concerning the several attacks proving that the destruction of equipment will not mute the Palestinian voice and that PBC is still working. Abu Ayyash assures that Palestine voice and image raged the enemies and

that's why they spread lies and accusations of incitement, threatened, and jammed transmission frequencies, but their efforts will be useless and hopeless. He added saying: "We are staying and carrying out the message that we inherited from our prophets and ancestors; we are the winners, and tomorrow our voice and picture will be even louder and more beautiful."

Jordan

The Hashemite Kingdom of Jordan is in the heart of the Middle-East and has borders with Syria in the North, with Iraq in the East, with Saudi Arabia in the South East, and Palestine and Israel in the West. Being a part of the Arab region makes it similar to them in terms of media system applied there.

However, Jordan went through some soft liberalization stages in the media system through its monarchical/tribal system of rule. Jones discussed the stages since the era of Prime Minister Zaid Rifai whose age was known of being the most authoritarian governments in the Jordanian history. At this stage, Jordan went through modernization process and widened political participations. But, during the Gulf war, Jordan witnessed a tough economic and political crisis. During the war, Jordan's Islamic fundamentalists succeeded in their elections and rose to political power to oppose Western intervening in the region. However, this stage didn't last so long when voices of liberalization appeared loudly after Iraq's defeat in the Gulf war. Islamists' influence decreased while concepts of institutionalization grew up in the Jordanian society when the ban over the political parties was lifted in 1992.

But again this liberalization stage did not last so long especially after signing the peace treaty with Israel in 1994 that created anger and resentment of civilians. Repression and restrictions were applied again especially over media in 1997.

Jordan went through a different era since the death of King Hussein and the ascension of King Abdullah to the throne in 1999. This era witnessed remarkable liberalization process when many "substantial political transitions have begun as limited liberalizations and then spun out of the regime's control" (2002).

Under the regime of King Hussein, all broadcast media were owned by the government and controlled by the state. However, reforms instituted under King Abdullah softly moved away from this monopoly, but regime's control over licensing procedures remained the same. Control over Jordan Radio and Television is applied

through the government's Ministry of Information and the Royal Court deals and communicates directly to managers of the broadcast media (Jones, 2002).

Al Urduniya (The Jordanian Satellite Channel)

Jordan launched only one state-owned satellite channel which is called Al Urduniya. The Jordanian satellite channel was launched in 1993 as an Arabic speaking station presenting some talk shows and news bulletins in English and French. The channel also presents entertainment programs and documentaries. The station is supervised by the government that puts many limitations in news coverage and analysis programs. Like other Arab countries, Jordanian broadcast is not allowed to monitor or criticize the royal family members or the government (Jones, 2002).

Jordanian broadcast was under the direct administrative and financial control of the Ministry of Information just till 2000 then it was replaced by a broadcasting regulatory board supervised by government appointees (Rugh, 2004). This step came to encourage the private sector to enter this field and legally allowed private ownership of television and radio stations and promised a space of freedom for foreign broadcasters but still within limits (Sakr 2002). The Jordanian television still has a monopoly over terrestrial audio-visual information broadcast in Jordan especially over national issues. Media Free Zone was established to encourage the contribution of the private sector in improving Jordanian broadcasting and became quite vital in economic terms; however, Jordan's television content has not profited from its creation (Notzold & Pies, 2010).

Broadcast competition is becoming aggressive every day which threatens Jordan broadcast. One of the economic strategies that Notzold and Pies discussed is "going local" in order to survive in the Jordanian television market. Media coverage in the sense of national Jordanian coverage derives from the "threat potentially posed to Jordanian society by pan-Arab or international news" (2010). This strategy can be also a solution for many Arab satellite stations that have challenges for survival among popular and attractive global broadcasting.

Hroub discusses that Mashreq area broadcasting, transmitted from, and directed to countries such as Jordan, Syria, Lebanon and Palestine apply a more regional-focused agenda than a pan-Arab one and they also use regional Arabic dialects. This type of

broadcasting encourages the concept of regional identity within the Arab world which is considered at a level below pan-Arab identity (2007).

Kuwait

Kuwait's official media is supervised by the Ministry of Information and applying the authoritative media system. According to the official website of the Ministry of Information, Kuwait follows an open and flexible policy locally and internationally. Media in Kuwait is based on the respecting other countries' affairs. Media policy is planned with emphasis on intellectual, political, social and economic development.

The first real steps towards television transmission started in 1961 when the Prince of Kuwait, Sheikh Abdullah Al-Salem Al-Sabah, transferred Kuwait TV to be supervised by the State. Kuwait TV became a part of the Ministry of News and Guidance that is now known as the Ministry of Information. The Ministry of Information makes technical developments thoroughly to enhance services provided to the audience. Studio 160 is a digital video studio that has been established to be the first most advanced studio in Kuwait's media history. The studio has enabled better quality transmission and picture resolution.

Kuwait's Satellite Channels

Kuwait has launched four state-owned satellite channels which are (KTV1), (KTV2), (KTV3), and (KTV4) and all are supervised by the Ministry of Information. KTV1 broadcasts variety of programs in Arabic including music shows, movies current affairs programs and news. It is a family channel that also presents children programs and cartoons. KTV2 is also a family channel but it broadcasts the programs in English. The channel presents popular western movies and serials for all members of the family with Arabic subtitles. A daily thirty-minute news bulletin is also presented covering current local and international news. KTV2 presents economy and sports programs in English for non-Arabic speaking audience. The target audience of the channel is the English speaking viewers in all regions of the world. KTV3 is Kuwait's sports channel that covers local and international live and pre-recorded sporting events from all over the world. KTV4 is an entertainment channel that presents Arabic and English programs.

Kuwait's usage of broadcasting concentrates on the social and the cultural contents. Most of the programs and documentaries and movies are taken from foreign popular sources of entertainment. KTV2 presents the English speaking programs and movies with Arabic subtitles to attract Arab viewers. The channel presents local news of Kuwait to the audience daily to provide credible internal news to the whole world. Kuwait doesn't have specialized News TV and the news bulletins in KTV1 and KTV2 are the only news casts presented by Kuwait broadcast to the whole world.

Egypt

Egypt is a television broadcasting pioneer in the Arab region that started its transmission for local areas in the early 1960's. Egypt is also a pioneer in launching satellite television broadcasting for the whole world and the Arab region. The first Egyptian satellite channel was launched in 1990's which is renamed as Al Misreya and followed by a foreign station called Nile International.

According to the official website of Nilesat.com, Egypt started a new technology age by establishing Nilesat which is an Egyptian investment company in 1996. It is the name of a series of Egyptian communication satellites Nilesat 101, Nilesat 102, Nilesat 103 and followed lately by Nilesat 201 in 2010. It has launched Nilesat 101, and 102 satellites in the orbital position 7 degrees West. Additional space segment is applied on a third satellite Nilesat 103 (Atlantic Bird 4 which was shifted to the same orbital location). Nilesat is broadcasting now 452 digital TV channels in the KU band, and 104 digital radio channels, in addition to data transmission and turbo internet services. Nearly 76% of the TV channels are free to air and the others are encrypted. They cover entertainment, thematic distance learning, business and stock exchange services.

The company has different shares from different entities. The Egyptian Radio & Television Union with a 40 percent share, the Arab Organization for Industrialization with a 10 percent share, the Egyptian Company for Investment Projects with a nine percent share and the rest is owned by the general public, Egyptian financial institutions and other investors. The company has two ground stations, a primary one in 6th of October City and a secondary ground station in Alexandria.

Nile International Channel

Nile International is the only Egyptian state-owned and the first foreign speaking channel in the Arab region. In 1993, Nile International was launched during the era of the former Minister of Information Safwat Al Sharif who announced the opening of Nile International under the supervision of Hassan Hamed. AlSharif announced at that time that the station will be the main governmental Egyptian channel that will be the voice of Egypt abroad. The station broadcasts on four satellites to reach the Arab region, North Africa, Europe, and the U.S.

In 2009, Nile International was split from the Satellite Channels Sector and joined the Egyptian News Sector to become a part of the News center following same media agendas of this Sector. Nile International was a part of the Satellite Channels Sector for 15 years following different agendas of many heads and supervisors through the past years. All formal governmental satellite channels follow the authoritative media system that gives full control to the government authorities to monitor, edit, and filter or even ban some programs and contents. Nile International is an international station that plays a role in transmitting the state's ideologies and culture to the globe.

The channel presents variety of news and information programs such as economy, sports, culture, and religion besides the main newscasts and reports every hour.

It is mainly a news channel that focuses on political local and foreign issues in most programs. It appeared on air with two languages English and French and the Hebrew language that was added to the main two languages for a couple of hours every day. In the opening of Nile International, President Hosni Mubarak appeared to be proud of the channel and its crew that started with a professional media generation. In the ceremony of launching the station, President Mubarak encouraged Nile staff to make good effort to make the channel a pioneer station and a model for all Arab satellite channels. President Mubarak supported the presence of Nile International crew in every press conference and events. He also gave many exclusive interviews for Nile in many national occasions proving that delivering the political views and efforts that Egypt plays in the region needs a successful platform to be used especially when Egypt and its President are considered leaders of the Middle East. President Mubarak is known for being a "Middleman" for years between Palestine and Israel, Iraq and Kuwait, and others."In Arabic, this middleman or intermediary is sometimes referred

to as a waseet. In the West,... the waseet must be seen as fair and sincere," (Coulombis, Ahlstrom & Weaver, 2009) and here lies the importance of the international media in delivering the policies and the efforts done by politicians and leaders.

The Egyptian Satellite Channel (AlMisreya)

The Egyptian Satellite channel or AlMisreya channel was launched on December 1990 under the supervision of the former Minister of Information Safwat ElSherif. The channel consists of many sections for producers, presenters, directors, editors, writers, engineers and technical which all are under the umbrella of the Television sector.

According to the official website of Al Misreya, the channel produces 97 percent of the programs and the rest comes from the channels 1 and 2 of the Television sector. AlMisreya produces ten regular different entertainment, religious, sports, fashion and children programs. The channel transmits the shows to nine different satellites that cover all parts of the world.

Al Misreya channel is popular for presenting the best Egyptian drama that gained popularity among Arabs since years. The channel depends mostly on entertainment that attracts millions of viewers especially during the month of Ramadan. However, Al Misreya channel faces harsh competition with other Arab popular stations especially those funded by high budgets. Despite the fact that AlMisreya is the first satellite channel in the Arab region, most sections and departments suffer from many difficulties. Most of these problems are directly related to the poor financial status of the station while others are related to the harsh and the unorganized administrative system that follows routines and bureaucratic structures that always hinder the development and the smoothness of work.

Methodology

This study is a qualitative research with a case study methodology. In depth interviews with media figures and with some viewers were conducted to trace the quality of service and targets fulfilled through Nile International and the Egyptian satellite channel AlMisreya. How the Egyptian public diplomacy succeeded in using these international channels to promote positively for Egypt or how broadcast stations helped in improving the public diplomacy? This is one of the main questions in this study.

Qualitative Research

The qualitative method is the most suitable approach to be utilized in this research because it allows the researcher to recognize the efforts of the satellite TV broadcast done in the field of public diplomacy through gathering adequate information and data needed. The qualitative method helps the researcher to increase his knowledge concerning any field because it provides deep understanding of the phenomenon under investigation. The flexibility of this qualitative measurement helps the researcher to observe new areas of interest during the study that was not addressed before.

According to Yin (2003) a case study design is suitable when the study focuses on answering the “how” and “why” questions. The researcher can't manipulate the behavior of those involved in the study, so using case study design can help a lot. Case study can also cover contextual conditions that are relevant to the phenomenon under study; or when the boundaries are not clear between the phenomenon and context. Therefore, choosing the case study design in this study is the most suitable choice in order to collect data needed to answer the research questions.

Research Questions

- 1) What are the roles of the Egyptian satellite TV broadcasting in enhancing the Egyptian public diplomacy?
- 2) What are the agendas of AlMisreya and Nile International and how are agendas utilized to fulfill the goals of the Egyptian public diplomacy?

3) What are the obstacles facing Nile International and AlMisreya in improving the Egyptian public diplomacy?

Intensive Interviews

Intensive interviews or in-depth interviews are considered the best way of gathering clear information. This technique generally uses small sample size to offer detailed background for the angles studied. In-depth interviews are suitable for this issue to explain the data gathered from the interviewees that have flexible times to answer the questions. The duration of the interviews varied between 45 to 2 hours for every person. However, qualitative studies are analytical and could not be generalized, so the answers can be affected by personal opinions and experiences.

Research Design

Sample

In-depth interviews are a non-probability sample with a purposive characteristic. This sample is used as a particular way to meet the criteria that will be investigated in this study. Purposive sample includes subjects selected on the basis of specific characteristics or qualities, and eliminates those who could fail to meet these requirements (Wimmer & Dominick, 1996).

In-depth interviews help in creating new phases of investigations and different opinions could play a vital role in presenting a clear picture of the current situation of this field. The researcher follows the becoming criteria to explain the reasons and the circumstances for selecting this sample:

- 1) It is not designed to be generalized to the population but it focuses on the investigation of variables that interest media experts, communicators, investors, and academics.
- 2) The researcher used the non-probability sample to gain great value of information with least costs.

List of Experts

- Abdel Rahman El Dahshan, TV sports presenter in the English section in Nile International.
- Fatima Salem, TV presenter in AlOula channel.
- Gamal ElShaer, Head of Al Masria channel.
- Hassan Hamed, the former head of Nile International and the current Director of Mass Communication Department at MSA University.
- Hussam Eldin Saleh, TV presenter in the French section in Nile International.
- Khaled El Etreby, Director and Producer in Al Misreya. .
- Mayada Kamel, TV presenter in Al Misreya.
- Nessreen Bahaa Eldin, TV presenter in the English section and the head of special programs section in Nile TV International.
- Osama Al Sheikh, Head of the Egyptian Radio and Television Union.
- Dr.Rania Abou Zeid, University professor and TV presenter in AlMisreya channel.

Nile International

The English Section

Nile International presents English newscast every hour covering local and international affairs and events. The English section presents political, economic and sports programs that discuss current national and international issues. Nile International produces a daily morning program "Good Morning Egypt" that discusses different social, political and cultural issues. The former head of the station Hassan Hamed explained that the main mission is to publicize positively for Egypt's ideologies, promote for the Egyptian culture, explain the essence of Islam, and spread the Egyptian political views and strategies to the whole world.

Nessreen Bahaa, a presenter and the head of the special events and programs in the station discussed that the station under the supervision of Hassan Hamed was well organized. Bahaa assured that the channel had monthly plans for programs and newscasts that suit the international target audience at prime times. However, the supervisors or the heads of Nile International have been changed many times during 17 years which negatively affected the station's agenda.

Bahaa stated some problems that occurred during the last ten years. First, the channel missed its target audience when the channel launched local transmission and started to set programs that suit local audience. Second, Nile International authorities were seeking financial revenues and profits and gave the rights of advertising and marketing to only one company. This company designed a marketing plan that is suitable for the local market and put Arabic movies and series at Egypt's prime times ignoring the international prime times. Third, "most of the professional anchors, directors, and producers resigned from the station searching for better professional channels leaving the station suffering from many difficulties and problems."

Bahaa assured that when the managerial systems change, the station agendas change; Unfortunately, Nile International missed its main international target audience years ago. The station suffers also from a financial crisis that affects programs and reports production. Abdel-Rahman El Dahshan, sports presenter and a reporter commented on the financial status saying that all workers suffer from the old-fashioned equipment that affect program and report productions and news coverage that sometimes should be postponed or cancelled because the tools are off or under

maintenance. El Dahshan added that they have been working with only two cameras for covering all the reports for 15 years.

The French Section

The French language is the second spoken foreign language after the English in Egypt which mainly spoken by few elite Egyptians. Nile International presents daily French newscasts in the morning and at night besides Economy and Sports live shows. "Bonjour l'Egypt" is a daily morning live program that discusses variety of social, cultural and political issues. French programs are targeting all French speaking audience in Africa and Europe.

However, French programs are facing problems that may lead to the failure of this section. Hossam Eldin Saleh, a presenter in the French section, said that besides the financial obstacles that all sections suffer from, the French section suffers from the lack of French speaking viewers and guests. Saleh assured that this lack is an obstacle in producing many programs that need fluent French speaking hosts in interviews or even for live phone calls. Saleh added that Nile International has been interviewing same guests and answering same callers on air for years. He also assured that the channel sometimes depends on the students of French schools and colleges in many live programs which lead to poor and boring image for the programs. "French speaking guests will be the main challenge for this section because of the low percentage of French speakers in Egypt" Saleh said.

The Hebrew Section

Safwat AlSharif, the former Minister of Information encouraged supporting the role of satellite TV in improving public diplomacy even with the most unfavorable country by the public "Israel". Al Sharif declared the importance of founding the Hebrew section that will present Egypt's voice objectively to the Israeli nation and government. This new movement in the Egyptian media gained strong support from the Egyptian president at this time and the channel assigned and trained many workers and presenters graduated in Arts Universities majoring in the Hebrew studies.

On the other side, publicly the Egyptians criticized this new trend and it was so hard to accept Hebrew speaking programs and newscasts that are presented for the first time especially when Nile International was aired locally. "The Hebrew news

created a psychological barrier," Bahaa said. The Egyptians were not ready at this time to accept these new trends in local channels. Therefore, due to public pressures, the Egyptian Radio and Television Union decided to move the transmission of the Hebrew speaking newscasts and programs from the local to the satellite transmission of the Hot Bird only. The step of this movement went through long debates under the supervision of Hassan Hamed who warned from banning the Hebrew section. "Moving not Banning" was the only solution that could stabilize the public opinions without ruining any diplomatic relations and agendas, Hamed assured.

Anchors and Presenters

Nile International presenters, males and females appear as simple and fluent speakers. The image of all female presenters is conservative due to the type of the conservative Egyptian society and the type of programs presented that are mostly of serious contents. However, presenters are not allowed to wear any clothing or accessories that reveal religious indications or show the personal religious beliefs. Wearing veil or crosses is totally unacceptable by the Egyptian media authorities who try to preserve a peaceful national unity between Muslims and Christians.

According to Osama El Sheikh the head of the (ERTU), no laws or regulations in the Egyptian media system prohibit wearing veils or crosses, but it's just unacceptable in all channels and in the state's media policies and other careers such as the Ministry of the Foreign Affairs. Many presenters in the Egyptian state-owned channels lost their jobs as anchors and presenters after wearing the veil. El Shiekh added that clothing style is a personal issue, but the Egyptian authoritarian system sets some red lines that can never be exceeded.

Nile International under the "Egyptian News Sector"

Nile International has witnessed lately some restructures that resulted in some changes in its image, administration, and its agenda that follows now the Egyptian News Sector. In 2009, Anas Al Fiqi the current Egyptian Minister of Information restructured and made different reforms to the Egyptian Radio and Television Union (ERTU) including Nile International.

Al Fiqi declared that Nile will be a part of the Egyptian News Sector under the supervision of Abdel Latif Al Manawy the head of the Egyptian News Center. The movement resulted in some changes that started with changing Nile TV logo that lasted for 16 years. Nile TV International was renamed to be "Nile International" with a new logo that takes the same new theme of the Egyptian channels now that refers to the ancient Egyptian civilization by adding a Pyramid to the name of the channel. The movement also contributes to improving the quality of images and contents of Nile International that faced many challenges since years. Al Fiqi removed all entertainment programs, series and movies from the station schedule and announced that the station will focus only on news locally and internationally and it will get back its main responsibility of being Egypt's formal foreign voice to the world.

Since the movement of the station under the umbrella of the Egyptian News Center, Nile International witnessed some improvements. According to Bahaa, the channel got a new well-equipped studio instead of the old one that served for 15 years. She also added that the station is not a general channel anymore, but it focuses now on information programs, documentaries, and news just as it should have since its opening in 1993. Now, the Egyptian News Center produces documentaries and special programs to be presented on the local channels and on Nile International with English and French subtitles.

Nile International suffered a lot in the past from financial obstacles that affected the channel's production negatively. But nowadays, the News center supports local and satellite channels of the Egyptian Union financially through high quality equipments and technologies. El Dahshan commented on the restructure process saying that the process affected the program contents positively because there is a sort of monitoring in scheduling new programs. He added the station had too many repeated topics in different programs besides other entertainment contents that had nothing to do with the main mission of being information and news channel.

However, many news editors and presenters in Nile International commented that credibility of Egypt's news service is still an arguable issue. "Popular Arab news channels like Al Arabiya and Al Jazeera became the most attractive and credible in the Arab region, while BBC and CNN is the most credible and trustworthy foreign speaking stations for millions viewers. "It's so hard to compete with these media giants while having low budgets and credibility challenges which are common

problems in most of the state-owned Egyptian stations," Bahaa and El Dahshan both agreed.

The Egyptian Satellite Channel (Al Misreya)

Al Misreya Programs

Sabah El Kheir Ya Masr (Good Morning Egypt)

Sabah El Kheir Ya Masr or Good Morning Egypt appeared in the early 90's and resembled the Western morning live shows in the US and Europe. It is considered the first morning live show in the Arab region that appeared with the most famous Egyptian TV presenters. The program focuses on different local and internal current issues and events that take place in all Egypt's governorates. Gamal El Shaer, the head of the station, who was one of the crew of the program assured that President Mubarak used to watch Sabah el Kheir Ya Masr every day and sometimes used to say comments concerning some issues to the former Minister of Information Safwat Al Sharif. For many years, Al Sharif supervised the program that became under the supervision of the Egyptian News Sector. El Shaer added that President Mubarak supported the Egyptian media for long years and did many exclusive interviews to the program in different national occasions.

Shabab Bela Hodood (Youngsters without Boundaries)

"Shabab Bela Hodood" or "youngsters with no boundaries" is a new trend program that the Egyptian News Sector produces in cooperation with the German Television. Shabab Bela Hodood is one of the remarkable programs presented on Deutsche-Welle channel and also on the Egyptian satellite channel Al Misreya. This program is a talk show that youngsters from both countries, Egypt and Germany, talk and share their experiences and ideas through. They also talk about their dreams and opinions about different cultures and issues in Europe and the Middle East. The program presented is dubbed in Arabic and presented by the Egyptian anchor Sahar Nagy who considers the show as one of the experiences that enhance the role of international broadcasting and improving the status of both countries' public diplomacy.

Masr El Naharda (Egypt Today)

Masr Elnaharda or Egypt Today is one of the most popular talk shows that the Egyptian union produces. It is a daily program that deals with current issues concerning the public, the Egyptian culture, economy and politics. "This show is one of the most important factors of the financial improvements that took place in the union lately," ElShaer assured. He added that hundreds of commercials and sponsors contribute in flourishing the production sectors that mainly depend on them in the Egyptian television. The program competes with other live daily shows presented in private stations and is popular among viewers who react differently towards the show. The popularity of the presenter Mahmoud Saad contributes in making Masr El Naharda one of the most important Arab shows besides his colleagues Khairy Ramadan, Mona El Sharkawy, and Tamer Amin. However, some viewers react negatively towards the program describing it as one of the darkest shows in the Egyptian channels.

Fatima Salem, a presenter in AlOula channel, considers it one of the darkest programs ever produced 50 years ago and negatively affects the viewers' mood. "I became very pessimistic and depressed after watching this program for a long time because it focuses a lot on the dark sides of Egypt," Salem argued. The program gains popularity every day and viewers react with the show through the official website. Thousands of viewers visit the website and can add comments and opinions about the programs giving more space to dual interactions between the program cast and viewers. Launching this website is a very positive step in the development of the services and qualities of the Egyptian governmental stations.

Kalem Masr (Call Egypt)

This new program was launched in the month of Ramadan 2010 presented by Gamal El Shaer the head of Al Misreya. It is a live weekly show that comes every Friday discussing different issues related to Egyptians and Arabs living abroad. "It is a bridge for communication between Egypt and the world," El Shaer described. He added that he was preparing for this show a year ago and taking permission from the minister to produce it was the most difficult part of preparation.

The show invites a guest every episode to talk with the presenter and the callers about different issues related to our Arab society. The show invites actors, writers, teachers, engineers, physicians and other professionals from different fields. The

program receives many phone calls from viewers who are mostly Arabs not Egyptians. The program succeeds in reflecting our Egyptian culture and gives space for others to interact with the station's crew.

Wesal (Contact)

Wesal is one of the oldest popular shows in Al Misreya that deals directly with media roles in public diplomacy. Wesal is a touristic program that focuses on the lives and the achievements of immigrated Egyptians in foreign countries. The show reflects the role of the Egyptians in different countries and reflects the Egyptian culture that is not dissolved in other countries' culture. The program traveled to many countries such as England, France, Germany and other European and American countries.

Most of interviewed Egyptians in this show were good examples for the Egyptian society. Despite the fact that Arabs and Muslims face some problems in the Western countries, many Egyptians in this show proved that they have freedom in their societies and they practice their religious habits without restrictions. However, others prove that extremism is a concept that can be found abroad especially when we talk about Islam and one of the reasons can be the lack of communication between both sides.

AlAraby (The Arab)

Al Araby is another new program that deals with Egyptians and Arabs who live abroad. The program is presented by the famous Egyptian actress Youssra for the first time as a presenter. The show focuses only on the positive models of the Arab and Egyptian nations and presenting their cultures, achievements, and their success in different fields in Western countries. Feelings of pride, dignity, and success are main factors in the script of this program that tries to be a candle of hope for Arabs and Egyptians in their countries and abroad also.

Moreover, choosing the popular actress Youssra was a smart choice to attract viewers' attentions from watching drama and cinema. Youssra admits that this program opened a big door for her to rediscover our great Arab and Egyptian nation which deserve better understanding and better future. According to her comments in one of the episodes, "Al Araby or the Arab is the greatest ever in the whole world." Most of viewers commented on this show as optimistic and gives hopes by presenting positive examples or models of our nations.

The Live Shows

Many of Al Misreya programs presented are live shows and the reason is that the production cycle is slow and weak. Gamal ElShaer, the head of Al Misreya, proves that the station cannot produce many programs annually due to financial obstacles that always face the state-owned channels. ElShaer added that Al Misreya presents many programs during the day taken from other channels especially AlOula and AlThaneya stations. All Newscasts produced by the news sector are presented during the day on Al Misreya. It's hard to find special programs in Al Misreya that serve its special message of being one of the tools of the Egyptian public diplomacy. The authorities of Al Misreya do not have annual plan or concrete strategies that can help in reinforcing the positive image of Egypt or even the Egyptians.

Khaled El Etreby, a director in Al Misreya, argues that the channel presents many negative images of the Egyptian society that negatively affect the image of the state. "France shows the audience the beauty of Paris and not showing the beggars and the homeless families who live in the underground," El Etreby added. El Etreby also clarified that due to the continuous managerial changes, many good programs that used to publicize for Egypt positively have also been changed and others were banned. Moreover, there is no special agenda for the channel that can serve the missions of being the state's formal station.

Anchors and Presenters

Just like Nile International image, Al Misreya presenters appear with simplicity of clothing and conservative but without reveal of any religious indications. For example, wearing veils or crosses is not allowed on the Egyptian state-owned channels. The image of the presenters is fine, but their qualifications as presenters are still arguable. El Shaer commented that if you have good connections and relations with media figures in the Egyptian television, it's your first step to be easily hired in this place. Choosing professionals and presenters in the Egyptian radio and television sector does not depend on qualifications and fair tests. The drawbacks of the authoritarian system intervene in every field in media and affect the whole system. According to ElShaer, many workers and presenters in Al Misreya channel are not

professionals and did not study any related subjects in colleges to the media field; some presenters graduated in the faculty of Commerce or the faculty of Engineering.

Many Mass communication graduates dream of being a part of the Egyptian media and waiting for a fair chance to join this field, but it's very depressive to go in an unfair competition with nonprofessionals who just have connections that they do not have. "Most of the announcements of hiring workers and presenters tests or having job opportunities are fake," said El Shaer sarcastically. He explained that these announcements are done only to cover the illegal hiring of some people in the station and that this is a well known strategy in many fields in the Egyptian governmental institutions. Dr. Rania Abou Zeid, a presenter in Al Misreya, explained that according to the state law she is hired to be a presenter and a governmental employee who can take long holidays but when this happened, she came back to find her place taken. Abou Zeid clarified that the contradicting situation of being one of the station's crew while sitting at home finding no place in the channel's schedule is extremely causing a mess for many workers. El Shaer commented that the station hired too many workers for only few programs regardless of the station's capacity spaces.

Developments and Reforms

Development process started in the Egyptian Radio and Television Union in 2005 in order to cope with the harsh competition with other popular Arab and non Arab channels. The decision of reforming union's local and satellite channels came under the supervision of the Minister of Information Anas Al Fiqi who created different structures for the whole Union. Al Fiqi tried hard at the beginning of the development period to improve the quality of the programs and the quality of production especially in the local channels which used to be received by regular antennas.

At first, the routines of the Egyptian system slowed down the pace of development because of the economic sector that refused this move that will affect some commercial contracts, but by the time the minister changed the whole structures and changed a lot of commercial contracts. The month of Ramadan of year 2010 witnessed the new transmission of Al Thaneya channel besides Al Oula through Nilesat and many viewers were attracted by the new reforms of the union satellite channels.

Moreover, many programs of Al Misreya channel are taken from Al Oula and Al Thaneya channels besides the productions of the news sector that covers the day with six main news bulletins besides other six brief bulletins of the daily local and international news. The restructure of the Egyptian union created a whole connected network that serves every sector of it to reach a balance in the quality of programs by a smart usage of each sector's production. Mayada Kamel, a presenter in Al Misreya states that the reformation process helped a lot in enhancing the image of the station that started by adding a pyramid as a new logo for Al Misreya which refers to the Egyptian civilization and culture. But Kamel also assured that the contents of the programs are still unattractive and inadequate for satellite broadcasting agenda that needs more cultural type of programs instead of adding too much entertainment. She argues that the Arab audience who seek entertainment will watch the thematic channels such as Nile Drama and Nile Life more. "Live shows get only few international phone calls and unfortunately from the same people every day which proves Al Misreya's weak viewing rates," Kamel added.

The Harsh Competition

The head of Al Misreya is Gamal ElShaer, the famous presenter and writer who succeeded many popular media figures in this position. The head of the channel states that he suffers daily from the routines and the media system which is mainly an authoritative system. ElShaer says, "I can't take any decision or make changes in the station without taking permissions from the Minister of Information because he controls everything." It is the fact that the minister himself is managing the Egyptian channels of all Sectors and he is also choosing the guests of some programs.

The reforms of the Egyptian Radio and Television Union took place under the complete supervision of the Egyptian Minister of Information. The minister faced many challenges to give life back to the Egyptian satellite channels which face competition with other Arab famous channels. Another problem was related to the human factor which relates to the decreasing number of professional workers who still work in the Union. Too many workers such as presenters, producers, directors and also camera men left the union to work in other rich and professional Arab and foreign channels. The challenge was to attract the professionals back home to the Egyptian pioneers.

The former head of the Egyptian Union Hassan Hamed proves that most of the new popular channels in the region were constructed by our Egyptian professional workers who used to work in the union so it's the time to get them back.

Khaled Al Etreby is a director in Al Misreya channel who proved that he moved to Dream TV searching for adequate salaries that he doesn't take in the governmental station.

But he added that the Ministry of Information was flexible when authorities let him work in both stations without firing him. El Etreby proves that he gained through Al Misreya good experiences that helped him in working in other good stations besides the awards that he got in the Egyptian Radio and Television festivals as best director. Therefore, in spite of the bad salaries that workers earn in the state-owned channels, they gain experiences and professionalism that pave the road to other chances in better places. Moreover, the Egyptian union announced lately that wages and salaries will be raised for all categories as a trial for keeping workers in their jobs.

Not only directors are leaving for better chances but also presenters are seen now in different private stations. Reham El Sahly is one of the presenters who used to work in the Egyptian Union in Nile International and AlMisreya since the 90's. El Sahly is working now in Al Mehwar channel in the popular show "90 minutes" or "Tesein Daqiqa". Reham left the union to look for a better place with high quality and better organization. "Financial and economic bad circumstances of the union are negatively affecting the self- esteem of the workers." Kamel assured.

The Role of the Egyptian Satellite TV During Major Events

Both Al Misreya and Nile International played a role during important events since their launch. However, concerning Al Misreya channel, it is not allowed to cover any political events as it's the responsibility of the Egyptian News Center that feeds the whole union with news and information including news bulletins aired on Al Misreya. According to Mayada Kamel, a presenter in Al Misreya, the channel is responsible for covering culture and art national events only besides the live talk shows that can discuss all internal issues. For example, the International Cairo Film Festival and the Arab Media Festival in Cairo have been covered by Al Misreya channel besides other cultural festivals and incidents since years.

However, Nile International is responsible for covering all types of news and events in English and French in cooperation with the News Center and the union

facilities. According to Mrs. Nessreen Bahaa, a presenter and the head of the special programs in Nile International, the poor financial status of Nile International did not affect its role during major events because the whole union facilities cooperate as one body to present good news services to the audience. There were many different local and international events covered by the state-owned satellite channels since years.

The War on Terrorism (Internal and Global Incidents)

The most remarkable crisis of 9/11 that negatively affected the image of Arabs and Muslims has been covered by the Egyptian satellite channels since it started. Nile International and Al Misreya produced many programs and documentaries to improve the image of Islam across the world. Many programs and live shows dedicated their productions to serve this issue through years. The war on international terrorism campaigns of the Egyptian broadcasting was followed by another campaign dedicated locally. The Egyptian broadcast covered a long history of fighting terrorism in many incidents in Egypt. For example, during the Luxor Massacre that took place in 1997 at Al Deir Al-Bahri, an archaeological site located across the River Nile, the Egyptian Union provided the channels by all needed facilities and equipments. Luxor Massacre that killed 62 tourists was one of the major events that Nile International and the News Sector covered professionally. Saleh assured that the station sent many English and French speaking reporters to the site that was full of international channels correspondents. He added that news bulletins focused on this event daily through live reports, documentaries and exclusive interviews with the Egyptian president and Egyptian authorities.

Egypt's geographical place beside war and clashes region of Palestine negatively affects its national security through many attacks in different places on its land. In 2004, Sinai witnessed a series of bombings where three bomb attacks targeted tourist hotels in Taba. The attacks killed 34 people and injured 171 many of them were Egyptians. According to the Egyptian government that announced at that time, the bombers were Palestinians who had tried to enter Israel to carry out attacks there but were unsuccessful. Nile International and News Sector that provide Al Misreya with news bulletins, played important roles in covering the event that shacked the national security and caused political and social tensions between Egypt, Palestine and Israel. At that time, the Egyptian president used satellite Egyptian channels to send messages

to the world. The president proved through broadcast that Egypt will never accept terroristic action on its land and will fight it everywhere to protect the state's national security.

This was not the only incident that the president used broadcast to talk to the world through. The shocking blasts of Sharm El Sheikh got more attention from the Ministry of Information and from the Egyptian president himself due to the importance of Sharm El Sheikh to the state that was declared to be the land of peace where most of international peace talks have been held. In 2005, many attacks hit the most popular touristic destination Sharm El Sheikh where a series of bomb attacks targeted some resorts and the main market place of Sharm El Sheikh. Eighty-eight people were killed and more than 150 were wounded most of them were Egyptians making the attack the deadliest terrorist action in the country's history. President Mubarak spoke on a speech through the News sector and Nile International to warn from touching the Egyptian security and give promises to all peace voices that Egypt will harshly fight terrorism in the region. President Mubarak asked for press conferences to announce the state's ideologies and policies through foreign and Egyptian international broadcast.

Not only President Mubarak uses international broadcasting for the benefit of the state, but also other sensitive ministers such as the Internal Ministry. For example, Habib Al-Adly, the Interior Minister of Egypt announced the investigations strategy and the arrest of the suspects of Dahab attacks in 2006 through the Egyptian local and satellite channels. During the current time of the Minister of Information Al Fiqi, media coverage is reshaped to be more courageous and attractive, according to Mayada Kamel.

In 2009, another attack hit Egypt in its capital city Cairo in the Khan el-Khalili touristic area. At that time, El Beit Beitak program that Al Misreya channel used to broadcast on its screen for many years, went to the area of Khan El Khalili and aired the show from the attack site. The program crew assured that this step came to prove to the world that the Egyptians are courage enough to face and fight terrorism. This special coverage reflects the current ideology of the Ministry of Information. The same trend appeared during covering the late terroristic attacks of Al Qidissaeyn church in Alexandria that took place after midnight in newyear celebrations of 2011. Masr Elnaharda program that is showed on the second local channel and Al Misreya aired

from the attacks site on the following day. Al Misreya channel and Nile International covered this issue in a very professional way and discussed many issues that relate to the national unity and security. The Egyptian union and the Ministry of Information adopted a campaign called Al Misreyoun or The Egyptians to reflect messages about the Egyptian national unity between Christians and Muslims. At this time, the whole union worked as a one body to serve the targets of the campaign. And for the first time, the Minister of Information encouraged united coverage between private and state-owned channels for the Christian feast praying on the 7th of January airing same content through crews and presenters from both sectors the private and the governmental.

Egypt-Algeria Conflict

Nile International (The Forgotten Channel)

At the hard days of the conflict that took place between the Egyptian fans and the Algerian fans in the popular soccer match, the failure of the channel responsibility became vivid. The Egyptian media and the Egyptian fans kept asking for a tool to clarify the conflict issue of the aggressive actions that took place by the Algerian fans. Bahaa assured that no one in the Egyptian media neither the public audience remembered that Nile International mission is to be the bridge between nations and countries and at that time we discovered that Nile International is totally forgotten and ignored by both authorities and audience.

Popular media figures, artists and actors talked through Egyptian private channels ignoring the formal governmental stations. They also asked for an international platform to talk through to reveal the true incidents happening in this event while forgetting that there is already an operated station called Nile International. However, the station at this time covered the whole issue and produced some programs and reports to discuss these incidents but unfortunately with weak viewership.

The National Elections

The Egyptian Satellite broadcasting played an important role during different national internal elections. The elections of the National Parties, the Parliament and the Presidency were the most remarkable national incidents that Nile International

and Al Misreya covered. According to Mr. El Sheikh the head of (ERTU), the union produced many programs and campaigns to serve these national events. El Sheikh added that for the first time the union specialized fixed hours for the parties' candidates during the Parties elections to talk to the public about their agendas and plans. He added that the Minister of Information encourages freedom of speech and wants to support the concepts of democracy in the Egyptian media especially in satellite broadcasting.

Al Misreya and Nile International adopted some campaigns during the presidency elections; they covered political speeches and candidates' agendas. President Mubarak presidential elections campaign was funded by The National Party and was the strongest on screens. According to El Sheikh, both channels Al Misreya and Nile TV produce programs and talk shows that emphasize and present the new movements of democracy in Egypt.

River Nile Conflict

The conflict that took place between Egypt and River Nile countries was one of the latest issues that both channels Al Misreya and Nile International covered through special programs. The Egyptian News Sector played important role in revealing historical information and diplomatic policies of these countries through many analytical programs. Reports, documentaries and exclusive interviews with political figures were presented for months discussing the issue and revealing Egypt's point of view. El Shaer assured that the national security is the main aim of the government and also the responsibility of media that should play more effective role. He added that satellite TV broadcasting neglected for years some African agendas which need more effort to be the bridge between Egypt and the African countries. However, Hossam El Din Saleh, presenter, assures that Nile International presents four programs dedicated to the African issues in order to promote for the Egyptian African agendas.

The Egyptian News Sector aired lately some live popular programs from African countries to rebuild the Egyptian-African communication relations. In January 2011, Sabah El Kheir Ya Masr or Egypt Today program exclusively aired a special episode from Sudan.

Findings and Analysis

Through intensive interviews with media figures and practitioners and in comparison to the review of literature, the Egyptian satellite television broadcasting nowadays stands in a transitional phase. At this phase the ministry of information is challenging to diminish the negatives of the state-owned satellite television and create positive factors to support it. The restructure that took place since 2009 should not start and end with changing the channels' logos ignoring the main roles of the satellite television broadcasting and their agendas that suit the international audience and serve the Egyptian public diplomacy. The restructure resulted in developing some technical factors, but ignored the negatives of the media system that hindered the development of the Egyptian media in the Arab region. The authoritative media system gives the power for the authorities and the governmental figures to monitor and control all media tools which affect agenda setting and credibility.

Findings in Relation to Research Questions

In relation to the first research question concerning the role of Nile International and Al Misreya, both stations are mainly the formal voice of the Egyptian government to the world. Both channels were used to enhance the Egyptian public diplomacy through producing and presenting some new programs that serve this mission. Few new programs in both stations play roles of being platforms for cross-cultural dialogue and for spreading the state's identity and policies. For example, both stations did remarkable efforts during major events such as the war on terrorism coverage (internationally and locally), the national unity campaigns, national elections coverage, and sports national team campaigns. Also, improving the image of Islam is one of the topics that had been adopted by Nile International through some religious programs that talk about the essence of Islam.

Another program like Shabab Bela Hoddod that is showed on Al Misreya is another good example for using satellite broadcasting to enhance the cross-cultural dialogue between two different nations like happening between Egyptians and Germans who share different cultural opinions and point of views. This type can positively affect others' perceptions about debatable issues in the Arab world especially the issues that relate to identity and religion. And in relation to cultivation

theory, public diplomacy is one of the fields that can reach its goals on a long-term basis using repetitive strategy because it is not an easy task to change people's minds and attitudes, so it just needs a long period of time to be more effective.

The answer for the second research question concerning the agendas of the satellite TV in enhancing the public diplomacy is clear in the case studies. Nile International and AlMisreya are completely controlled by the Minister of Information who follows the authoritative media system that is applied in Egypt. The authoritative media system creates hidden political agendas and different redlines for workers in media that affect the quality of service provided and the level of freedom. Freedom of expression in the state-owned channels is still limited and needs more space like happening in other formal Arab stations such as AlJazeera. The agendas of the Egyptian satellite TV stations change when the minister and authorities are changed because there is no fixed well-designed agenda for both channels to serve public diplomacy.

Also, there is a mess in setting suitable agendas that suit both channels' target audience which is still unclear affecting the type of contents presented and definitely affecting their roles in public diplomacy. The head of Al Misreya channel assured that there is no annual plan in the station that can improve the Egyptian public diplomacy. Moreover, there is no difference between the type of programs presented on the satellite and the local channels. Nile International is also producing morning programs and night daily shows based on local timing schedule and internal prime times. This situation weakens the main role of the satellite TV channels that talk to all cultures and different identities to promote for the Egyptian culture and ideologies. The state owned satellite TV broadcasting agenda is still focusing on local audience and they do not export their ideas and culture to other places in the world.

In relation to the third research question concerning the obstacles facing AlMisreya and Nile International, both stations are suffering from many financial and managerial obstacles that may hinder their role in improving the Egyptian public diplomacy. Funding Al Misreya and Nile International with low budgets is a big challenge for both channels that compete with giant satellite high budget channels in the Arab region. Moreover, many media experts assured that the whole Egyptian Radio and Television Union (ERTU) witnessed financial corruptions which affect all stations' budgets. As a step for improving ERTU status, the Minister of Information adopted a

reformation process to give hopes for better future for all the Egyptian stations. The process seemed to be a chance for an intensive care for the state-owned broadcasting body. However, media experts proved that this process had only positive effects on the image and technology used leaving the contents and the weak managerial structure the same.

Concerning the third question, most interviewed ERTU authorities also proved that the governmental channels suffer from being unattractive in comparison to private owned Egyptian and Arab stations that have more space for expression and supported by high funding. The challenges that face the Egyptian satellite TV stations are the weak financial and managerial status that created big obstacles in Nile International and Al Misreya stations. The Ministry of Information and the Egyptian Radio and Television Union (ERTU) tried to maintain their role in the Arab world as a media leader for many years, but they were not able to stand strong and be competitive with other attractive wealthy broadcasters. Many interviewed authorities assured that the harsh competition with other wealthy broadcasters made the case of the Egyptian stations like Al Misreya depressive.

However, Osama ElSheikh, ERTU head, discussed the issue of "playing with the winning cards" which refers to producing good Egyptian drama to attract viewers who love Egyptian actors, directors and writers and also prefer such kind of Egyptian entertainment. However, in relation to the second question, the main mission of the Egyptian satellite channels can't be fulfilled with drama only. Al Misreya, according to its head El Shaer, still needs a different agenda that should differ from local channels' even in newscasts agenda that follows the main news center that does not differentiate between local and satellite news coverage. The same point can be applied on Nile TV that follows the News Center agenda that ignores the responsibility of the channel as being the Egyptian formal foreign news platform to the world.

News agenda setting for regional audience should be completely different from the global one.

Findings in relation to Literature Review

Through the review of literature, the Egyptian case of using drama extensively resembles the Syrian case that depends on producing good Syrian drama productions to spread to all Arabic and Egyptian channels. This strategy seems to be helpful in attracting the region's viewers to their stations and at the same time make profits from

selling series to rich channels especially during the month of Ramadan which most drama producers nowadays depend on annually to improve their financial status.

The big entertainment shows in AlMisriya channel are improved than those from 20 years ago, but they still need to be more attractive or they will be lost in the crowd of the Arab and foreign TV shows. For example, Al Qasr show presented by Shafky Al Mounaiery became one of the popular Egyptian entertainment shows that present Egyptian celebrities in different art fields. Lately, ERTU succeeded in selling some episodes of Al Qasr show to MBC the most popular Arab station. The factors of the popularity of this show are the developed used technology and the attractive images and contents that the private sector contributed in producing. Some marketing and media production companies, such as Al Ahram media foundation and Sawt El Qahira produced many shows in the Egyptian television which positively affected the financial status of ERTU.

AlAraby show comes at a time of negative media that reflects only the dark sides and the problems of the Arab culture without even giving hopes for improvements or discussing solutions. Al Araby can be one of the shows that play a dual role of improving the image of the Arabs and Egyptians for ourselves and for others. Showing scientific, medical, artistic and cultural Arab achievements can definitely reinforce the image and the personality of our nations that are always accused of being undeveloped, aggressive, and ignorant. Therefore, this show needs to be spoken in different languages to reach other cultures or we will be talking to ourselves.

In relation to the literature review, Egypt's satellite television broadcasting status resembles many Arab countries that follow same media authoritative system.

Findings in Relation to Theoretical Framework

In relation to Agenda Setting theory, the Egyptian satellite television stations should set a fixed organized agenda that serves their role as tools for enhancing public diplomacy. So, when failing in setting a suitable agenda for the suitable target audience, public diplomacy goal will also miss reaching its target of being influential. The weakness of satellite TV became vivid after the River Nile conflicts. Moreover, some programs and promotions harm the Egyptian culture. For example,

Al Misreya still shows the primitive life of the desert as if it's the only style of life in Egypt focusing on the bedouins, the farmers and the sailors of the River Nile. Many cultural and touristic programs ignore presenting both sides of life in Egypt the primitive and the developed. It's funny to hear from tourists till now that Egyptians are Bedouins who still use camels down streets as one of their transportations. It's also funny to hear from foreigners about how Egyptians still suffer from the harsh desert life. It's not their fault, but it's the responsibility of the Egyptian media and the Egyptian soft power that if used wrongly will be a harmful tool.

This example has a relation to the Cultivation theory too. When repeating same messages for a long period of time, it will lead to the reinforcement of these messages and then will affect the receiver's perceptions. Therefore, according to the cultivation theory, the Egyptian satellite TV stations should repeat the suitable messages related to positive public diplomacy extensively to affect the audience's perceptions positively.

In relation to Uses and Gratifications, the theory can help in studying different relations between the audience and mass communication tools and; therefore, can help media practitioners to understand their audience better. If media practitioners studied the strengths and the weaknesses between senders and receivers through uses and gratifications theory, public diplomacy messages can be easily designed to fit the needs of the users and therefore can be successful in attracting the target audience.

Conclusions and Recommendations

The Role of the AlMisreya and Nile International: The Egyptian media are exclusively controlled by the Egyptian government and mostly by the Egyptian president. According to the head of Al Misreya channel and the head of the Egyptian Radio and Television Union (ERTU), President Mubarak and the first lady Mrs.Suzan

Mubarak give direct orders to the Minister of Information and the stations' heads concerning some priorities and restrictions in the Egyptian channels. Both channels, AlMisreya and Nile International, are responsible for enhancing the image of the Egyptian government and the President's ideologies more than promoting for the Egyptian culture. Both channels' roles in enhancing the Egyptian public diplomacy are hindered by the authoritative media system that puts full control in hands of authorities leaving no space for creation and credibility.

The role of satellite television in enhancing public diplomacy is the responsibility of nobody at the time when the government is busy with improving the financial status regardless of the missions of Nile International and Al Misreya. The Egyptian public diplomacy is still lacking a formal guidance and supervision through a concrete association or a council separated from the Ministry of Information. The role of both channels appeared very weak in enhancing the Egyptian public diplomacy. This weakness appeared vividly after Egypt-Algeria soccer conflict and The River Nile African crisis. Both problems took place recently to prove the absent role of the Egyptian satellite television broadcasting as a tool for enhancing public diplomacy in the region.

However, AlMisreya and Nile International played a big role through campaigns and continuous coverage for the war on internal and international terrorism. Also, both stations dedicated their programs to serve national elections and events. According to the head of the Egyptian Radio and Television Union ERTU AlMisreya and Nile International play a big role in protecting and serving the Egyptian national security. He assured that both channels are responsible for being the formal Egyptian government voice to the world that speaks for the benefit of the state.

The agendas of Nile International and AlMisreya have been changed many times through past years due to changes occurred in the managerial structure. The Ministry of Information and the stations' heads are responsible for designing the channels' agendas according to their own point of views that do not exceed the red lines set by the Egyptian president. Changing the managers lead definitely to changes in agendas and stations' plans. According to the head of AlMisreya, the channel's agenda holds too much entertainment ignoring the main mission of the Egyptian public diplomacy. He added that there is no special agenda that serve the station's role in improving the

Egyptian public diplomacy, but there is an agenda that serves the improvement of the financial status of the channel.

There are different obstacles and challenges that face the role of AlMisreya and Nile International channels in enhancing public diplomacy. Current financial and managerial challenges in the Egyptian satellite television broadcasting create a mess in the whole body. ERTU needs more effective developments that can improve the role of the state-owned television broadcasting in public diplomacy. The development is needed in the whole media system that is mainly controlled by the government and the Ministry of Information authorities. Some financial problems, such as the low budgets and the old-fashioned technology, affect the image and the quality of both stations which face severe competition with other popular Arab stations. Many media experts and workers assured that the financial budgets are unfair in addition to the corruption in the whole union. Others proved that the union has good budgets, but they are not well-managed.

Egypt has great culture and civilization that attract the world's attentions and foreign broadcasters, but did not attract Egyptian broadcasters to produce good programs as a step in fulfilling the role of satellite broadcasting in public diplomacy. Only few positive trials for having high quality shows and programs succeeded to reflect the Egyptian culture. The strategy of presenting Egyptian drama extensively to improve satellite broadcasting can never be adopted for ever on Al Misreya channel and failed to be effective in Nile International. Both channels still need special programs that reflect the true image and culture of Egypt through balanced agenda.

Nile International is in a critical situation when it competes with popular and credible foreign speaking channels such as CNN and BBC. The experience of the successful CNN with a specialized transmission to the Arab world should be taken as a model for the Egyptian Nile International that should set the target audience, study the prime times and design a suitable schedule for the area of transmission. BBC Arabic is another successful model of the wise broadcast that reached the target audience of the Arab region through credible objective news coverage.

Recommendations

Enhancing the Egyptian public diplomacy can take place through improving the agendas and the status of the Egyptian international television broadcasting. It needs

great effort to compete and survive among popular stations of different parts of the world and to promote for Egypt positively. The researcher deduced some recommendations that can be useful for future studies related to the audiences of the satellite channels and the content of the message formulated by the media communicators.

First, it is recommended that Nile International and Al Misreya administrations set an organized system that should not be changed by managerial changes. Second, Nile International needs to set the target audience regardless to the local transmission that has nothing to do with its main international mission in order to deliver the right messages to the right audience. Third, funding both channels with fair budgets can encourage good productions. Fourth, giving more space for freedom of expression in the international broadcasting and decreasing boundaries or red lines can help in enhancing credibility levels. Fifth, enhance the human factor of Nile International by hiring new professional and qualified media people. Sixth, educational –cultural activities, media, and international broadcasting should all follow one main annual program that sets a mission plan. In brief, diminishing media development barriers such as cultural, technological, governmental and financial may enhance the quality of satellite broadcasting and succeed in reaching the target goals of improving the Egyptian public diplomacy.

The researcher has also some recommendations for further research concerning the role of media in the field of public diplomacy:

- 1- A study on the impact of the Egyptian satellite TV channels on the target foreign audiences can be conducted.
- 2- A comparative study can be done to compare between the Egyptian satellite channels and other European or American stations and their role in improving public diplomacy.
- 3- A content analysis can be done to investigate the news tendencies of Nile International and on the Egyptian news bulletins in Al Misreya.
- 4- A comparative study can be done to compare between the media system applied on state-owned and private Egyptian channels.
- 5- Quantitative research is also recommended to answer more questions about statistics and numbers in order to evaluate all roles of broadcast giving rates and levels concerning public diplomacy issues.

- 6- Further studies concerning the status and the roles that Arab media play nowadays is a fertile topic especially after the swift growth of the Arab broadcast and the spread of hundreds of channels.

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Appendix

List of Interviews

Abdel Rahman El Dahshan, TV sports presenter in the English section in Nile International. The Egyptian Television building, Kornishe Al Nil (Maspeero), 3rd floor.

Fatima Salem, TV presenter in AlOula channel. Sphinx Square, Al Mohandeseen.

Gamal ElShaer, Head of Al Masria channel. The Egyptian Television building, Kornishe Al Nil (Maspeero), 3rd floor, Gate 8.

Hassan Hamed, the former head of Nile International and the current Director of Mass Communication Department at MSA University, 2nd floor.

Hussam ElDin Saleh, TV presenter in the French section. The Egyptian Television building, Kornishe Al Nil (Maspeero), 3rd floor, Gate 4

Khaled El Etreby, Director and Producer in Al Misreya. . The Egyptian Television building, Kornishe Al Nil (Maspeero), 3rd floor, Gate 8.

Mayada Kamel, TV presenter in Al Misreya. The Egyptian Television building, Kornishe Al Nil (Maspeero), 3rd floor, Gate 8.

Nessreen Bahaa Eldin, TV presenter in the English section and the head of special programs section in Nile TV International. The Egyptian Television building, Kornishe Al Nil (Maspeero), 3rd floor, Gate 4

Osama Al Sheikh, Head of the Egyptian Radio and Television Union. The Egyptian Television Building, Kornishe Al Nil (Maspeero), 8th floor, Gate 4.

Dr. Rania Abou Zeid, University professor and TV presenter in AlMisreya channel. The Egyptian Television building, Kornishe Al Nil (Maspeero), 3rd floor, Gate 8.