

Al-Quds Issues in The Media: A Comparative Study of Aqsa T.V. And Palestine T.V. Coverage During the American Embassy Relocating

Ihab Ahmed Awais¹

Abstract

This article examines the coverage of Al-Quds/Jerusalem issues by Palestinian political parties, FATAH and HAMAS, on their affiliated television channels, Palestine TV and Aqsa TV, respectively. The study aims to investigate the influence of political parties and religious perspectives on the coverage of Al-Quds and determine the significance of Al-Quds as a national issue for Palestinians. The study focuses on the period surrounding the relocation of the American embassy to Al-Quds, from 13 May to 19 May 2018, where 24 Arabic news broadcasts were collected. The study utilizes the Agenda Setting Theory to analyze the role of Aqsa TV in shaping public opinion and perceptions of Al-Quds. Through content analysis of prime-time news broadcasts from both channels during a specific week, the findings reveal differences in the prioritized topics, placement within the news, media formats employed, and duration of coverage. Palestine TV emphasizes the civil aspects of Al-Quds from a national perspective. At the same time, Aqsa TV highlights the religious significance of the Islamic-Jewish conflict. The study concludes that the news coverage of Al-Quds reflects the political agendas of FATAH and HAMAS and suggests further research on the contrasting portrayals of Al-Quds issues in Palestinian and Israeli media.

Keywords: Media discourse, Al-Quds, the Palestinian cause, Aqsa T.V., Palestine T.V.

INTRODUCTION

In December 2017, President Donald Trump announced the relocation of the American embassy from Tel Aviv to Jerusalem, recognizing Jerusalem as Israel's capital (Abu Omar, 2020). This decision disregarded the city's significance in the Israeli-Palestinian conflict and provoked Muslims worldwide, especially Palestinians. Jerusalem, known as Al-Quds in Arabic, holds great importance for the Abrahamic religions and has a complex history, with various empires and kingdoms vying for control over the city. Since 1948, the Israeli-Palestinian conflict has revolved around Jerusalem.

After Israel gained control of Jerusalem, Jordan divided it into East Al-Quds, which included the Masjid Al-Aqsa and Arab districts, and West Al-Quds, which was given to Israel (Slámková, 2018). Resolutions passed by the United Nations, such as Resolution 242 in 1976, called for Israel's withdrawal from the area, but Israel disregarded these resolutions. The conflict over Al-Quds/Jerusalem was postponed to subsequent discussions, including the Oslo Accord in 1993, sponsored by the USA (Slámková, 2018).

Following Trump's announcement, the Palestinian political parties mobilized their media outlets against it, leading to widespread protests, including the Great Return March movement in the Palestinian territories (Al-Madi et al., 2020). To understand how the issues related to Al-Quds/Jerusalem were covered by the Palestinian parties, FATAH and HAMAS, this study aims to analyze their official T.V. channels. The goal is to determine whether the coverage of Al-Quds was driven by political party or religious perspectives and to gauge the importance of Al-Quds/Jerusalem as a national issue for the Palestinians. The research seeks to address the following queries:

RQ1: How much and what kind of agenda-driven coverage of Al-Quds/Jerusalem issues was there on the two channels during the relocation of the American Embassy to Al-Quds/Jerusalem?

RQ2: To what extent do the political parties' agendas, whether Islamic or Nationalistic, appear in the news coverage of the Al-Quds issues?

¹Department of Communication, Universiti Sains Islam Malaysia (USIM), Nilai, Malaysia. E-mail: ihab@usim.edu.my

LITERATURE REVIEW

Media is crucial in influencing political processes and forming public opinion (Sudrajat and Bintoro, 2017). This is especially clear in the conflict between Hamas and Fatah, two Palestinian political rivals (Pasquali, 2021). Both sides are aware of how important the media is for advancing their agendas and strengthening their positions of power (Habashi, 2019).

After the declaration of the state of Israel on the occupied Palestinian land, the secular party Fatah was founded in the 1950s to represent Palestinian refugees (Odeh, 2011). It initially prioritized armed opposition but eventually changed its strategy to focus on diplomacy with Israel (Al-Satari, 2016). The Oslo Accord, negotiated and ratified by Fatah, created the Palestinian National Authority (Bishara, 2016). Fatah-affiliated Palestine T.V. was founded to advance its political philosophy and was primarily concerned with the nonviolent goals of the Palestinian National Authority (Abu Khalil, 1997). However, Palestine T.V. highlighted Al-Quds-related themes during Israeli offensives, stressing the difficulties experienced by Palestinians living under occupation (Awais et al., 2020).

Contrarily, during the 1980s' First Intifada, the Islamic organization Hamas developed as a resistance force (Odeh, 2011). It was victorious in the 2006 Palestinian elections while opposing talks with Israel (Atawneh, 2007; Sen, 2015). Regarding Al-Quds' religious importance, Hamas has remained firm in its opposition to settlement and occupation plans (Hassouna, 2015). Despite encountering several challenges because of its affiliation with Hamas, Aqsa T.V. is a forum for disseminating its political agenda and ideas (Athoraya, 2010).

Hamas and Fatah utilized media to serve their goals, whether in facing the Israeli occupation or presenting their fundamental opinions. On the one hand, Hamas has taken a proactive stance with the media to bolster its political position and undermine Fatah (Kabir, 2015). Their focus on media can be related to the tense relations with Fatah, which have fueled their efforts to create a diverse and effective media apparatus (El-Richani, 2021). Pycińska (2019) claims that Hamas intentionally uses media efforts to dominate the narrative and sway public opinion in their favor since they feel marginalized on a local, regional, and global scale. Hadzic (2022) adds that among these actions are distributing propaganda, advancing their political ideology and objectives, and framing the confrontation with Fatah to support their stance.

Meanwhile, Pycińska (2019) claims that Fatah uses the media to further its goals and maintain its political clout. However, Alijla (2021) argues that a more conventional and organized approach has been the defining feature of Fatah's media strategy. They rely on well-known media organizations and state-run networks to spread their message. However, Carbasse et al. (2022) state that Hamas' aggressive strategy has undermined Fatah's power in the media. With the help of its effective and diverse media network, Hamas was able to overthrow Fatah's hegemony and establish a fiercely partisan media environment in the Gaza Strip. This media environment is frequently criticized for lacking credibility and being full of hearsay, propaganda, and lies.

The media agendas pursued by Hamas and Fatah in the Gaza Strip reflect their ongoing power struggle, with both parties striving to maintain control and influence over public opinion. However, considering the broader context of the Israeli-Palestinian conflict and the significance of Jerusalem, known as Al-Quds, is important. Al-Quds/Jerusalem holds immense religious importance for the Abrahamic religions and remains central to the Palestinian-Israeli conflict (Abu-Amer, 2018). The coverage of Al-Quds/Jerusalem fluctuates according to the priorities set by different Palestinian political parties.

In conclusion, Hamas and Fatah's media strategies in the Gaza Strip reflect their continuous power struggles and attempts to sway public opinion. Both parties impact the region's dynamic media scene, defined by various strategies, including proactive tactics from Hamas and more conventional ones from Fatah. The religious significance of Al-Quds/Jerusalem, which is fundamental to the coverage and priorities established by various Palestinian political parties and the context of the Israeli-Palestinian conflict, must be understood.

THE FRAMEWORK OF THE STUDY

This study explores how Hamas' Aqsa T.V. channel portrays the concept of Al-Quds/Jerusalem to the public and its followers based on its predetermined agenda. To accomplish this objective, the researchers utilize the

Agenda Setting Theory (AST) to analyze the channel's role in shaping the public agenda concerning the holy city of Al-Quds/Jerusalem.

The Agenda Setting Theory originated from the research conducted by Maxwell McComb and Donald Shaw in 1968 during the Chapel Hill presidential election campaign (Ahmad et al., 2017). The theory proposes that mass media plays a significant role in setting political campaign agendas by determining which issues are highlighted and conveyed to the public. In media research, agenda setting refers to the deliberate or unintentional influence of the media on the perceived importance of social events or individuals in the public's eyes. Repeated media coverage can make specific people or topics more salient, shaping public attitudes and perceptions.

Building upon the foundational work of McComb and Shaw, subsequent studies have applied the agenda-setting theory in various contexts. Some studies have explored the factors that influence the selection and framing of news as part of the media agenda. These factors include advertisers, public relations professionals, political figures, government authorities, and organizational-level decision-makers such as owners and senior executives, who can influence news content in agenda-driven media outlets, according to Colistra (2012) as cited in Idid (2017)). In the present study, the influencing factor is a prominent political party that controls a portion of the country.

Additionally, studies have examined the interplay between agenda-setting and framing theories to understand better the role of media in shaping public opinion, particularly through national media outlets. Cruz and Cucueco (2015) argued that the government plays a crucial role in influencing citizens through national television by emphasizing specific issues and promoting the government's proposed solutions. Their study focused on poverty frames in the Philippines and found that the government-owned and non-governmental media failed to provide a comprehensive picture of poverty issues caused by natural disasters or long-term solutions. Long-term solutions were not prioritized in news reports by the media or government agencies (Cruz & Cucueco, 2015).

Expanding on this insight, Photiou et al. (2017) emphasized the role of national television in shaping public opinion and collective identity through the selection of specific frames presented to the audience. During Greece's financial crisis in 2015, as the country anticipated aid from the European Union, national T.V. discourse focused on preserving national identity and presenting the European identity in a positive frame.

Applying the Agenda Setting Theory, this study aims to shed light on how Aqsa T.V., as a Hamas-affiliated channel, shapes the public agenda and influences the public perceptions of Al-Quds/Jerusalem. Understanding the media's role in agenda setting and framing is crucial in comprehending the dynamics of media influence on public opinion and collective identity.

METHODOLOGY

Profiles of Aqsa T.V. and Palestine T.V.

Palestine T.V. and Aqsa T.V. are two prominent television channels in Palestine affiliated with FATAH and HAMAS, respectively. Both T.V. channels play a crucial role in propagating the political ideologies of their respective parties, and they are considered the two major channels that represent the two factions.

FATAH, recognizing the significance of media in disseminating its message, initially relied on a magazine for communication (Tarban, 2009). However, after establishing the Palestinian National Authority in 1994, FATAH expanded its media presence by establishing radio and television stations, including Palestine T.V. (Ahmed, 2007). In 1998, Palestine T.V. began broadcasting internationally via satellite. While claiming to represent the diverse factions and viewpoints of the Palestinian population, Palestine T.V. operated within the constraints of the Oslo Agreement, primarily focusing on the effectiveness of the Palestinian National Authority's nonviolent agenda (Abu Khalil, 1997). Nonetheless, during Israeli aggressions against Palestinians in Al-Quds and other parts of Palestine, Palestine T.V. cautiously covered the events to avoid international censure. Its prime-time news coverage highlighted the struggles faced by Palestinians due to the occupation, such as house detention, confiscation, and restrictions on worship and education (Awais et al., 2020).

On the other hand, HAMAS has utilized the media extensively to mobilize public support for its political agenda (Abdelal, 2016). Aqsa T.V. is one of the media channels established and funded by HAMAS for disseminating its goals and ideologies through various media formats (print and audio-visual) (Athoraya, 2010). Aqsa T.V. began as a local television station in January 2005 for Palestinians in Gaza and the West Bank, expanding to an international audience via satellite in November 2006 (Athoraya, 2010). However, due to its affiliation with HAMAS, which is considered a terrorist organisation by Israel and some Western nations, Aqsa T.V. has faced numerous obstacles, including denial of broadcast on Nile Sat, restrictions on equipment imports, and attacks on its studios and offices during Israeli assaults on Gaza (Boms and Chiche, 2009). Correspondents and affiliated journalists of Aqsa T.V. are also prohibited from entering the West Bank or Al-Quds for coverage purposes (Athoraya, 2010).

It is worth mentioning that the sample collected for this particular study was part of a larger data that covered the full year of 2018 news coverage as part of a bigger research project that aimed to study the coverage of the Al-Quds/Jerusalem issues. However, to answer the specific questions of this study, the research investigated only the short period of relocating the American Embassy from Tel Aviv to Al-Quds/Jerusalem.

Sampling

During the incident of relocating the American Embassy from Tel Aviv to Al-Quds, the prime-time news broadcasts of Aqsa T.V., affiliated with HAMAS, and Palestine T.V., affiliated with FATAH, were analyzed to obtain a better understanding of the coverage of Al-Quds matters by politically affiliated T.V. channels. The two television channels were chosen because both are recognized as the primary mouthpieces of their respective political parties and as agenda-setters for other media outlets in Palestine (Awais et al., 2020; Awais et al., 2020). In addition, both channels were renowned for their political viewpoints, which articulated their respective parties' Islamic or secular agendas. Also, these T.V. channels were the first to be opened among the other Palestinian T.V.s, which makes them pioneering and leading the others in the Palestinian media (Abdelal, 2016).

The researchers relied on obtaining purposeful samples from 13 May 2018 to 19 May 2018 for a week. During this period, the researchers collected 24 prime-time newscasts from both channels. This period corresponds to the genuine opening of the American Embassy in Al-Quds. The focus of the researchers was to collect samples of the media coverage of the two T.V. channels in terms of the issues highlighted, the volume of coverage, and the media form of coverage. It is worth mentioning that all news collected was from the main Arabic-language news broadcast. Also, since this research is part of a larger scale project that collected all the news broadcasts over 2018, this study particularly focuses on the incident of the Relocation of the American Embassy; therefore, the samples collected were extracted from the bigger dataset.

Data Analysis

The qualitative study employs content analysis to examine the data presented on the target media T.V. channels regarding Al-Quds issues during the relocation of the U.S. Embassy from Tel Aviv to Al-Quds. First, the study classified the collected data following specific criteria pertinent to the research questions. Then, a content analysis Excel spreadsheet was created to identify the categories of themes discussed on both media channels, simplifying the counting process and providing numerical information. Therefore, these themes were categorized on the Excel spreadsheet to organize and calculate the data. Since this document is part of a larger project that analyzed data collected in 2018, Al-Quds-related issues were identified and categorized as part of the project in total. Some of the themes pertinent in the news over the year 2018 were not necessarily discussed during the specified period of this study.

To ensure the reliability of this study, the data were subjected to inter-coder reliability. Two researchers were analyzing the collected data on two different Excell spreadsheets. After finishing the content analysis, the two coders compared their results to check the data within the study questions.

FINDINGS

Interest in the issues of Al-Quds

The intended sample aims to determine whether media interest in Al-Quds issues is always consistent with the city's national status or is event-driven. In the larger project, it was previously determined that the primary reason for covering the issues in the 2018 random sample was due to events that imposed themselves on the media. In this paper, we intend to estimate the degree to which events have been highlighted on both channels' prime-time newscasts; the following results were obtained:

Table 1. (Issues highlighted in the prime-time news of Al-Quds in Palestine T.V. vs Aqsa T.V.)

	1. Palestine T.V.		2. Aqsa T.V.	
	Repetition	Percentage	Repetition	Percentage
Settlement	3	%6.00	1	%3.70
Judaization	4	%8.00	3	%11.11
The separation wall (The apartheid wall)	2	%4.00	0	%0.00
Home demolishing	1	%2.00	1	%3.70
Property confiscation	1	%2.00	0	%0.00
Resistance of the Maqdis people	5	%10.00	5	%18.52
Tightening procedures in the Palestinian camps	4	%8.00	3	%11.11
Tightening procedures on the Palestinian educational system	2	%4.00	0	%0.00
Tightening procedures on churches	3	%6.00	0	%0.00
Tightening procedures on Mosques and continuous incursions of the Masjid Al-Aqsa	6	%12.00	3	%11.11
Racist occupation laws	4	%8.00	2	%7.41
Moving the American Embassy to Al-Quds	11	%22.00	6	%22.22
Annexing East to West Al-Quds	4	%8.00	2	%7.41
License prohibition	0	%0.00	1	%3.70
Total	50	100%	27	100%

The coverage of Al-Quds issues in the prime-time newscasts of Palestine T.V. and Aqsa T.V. exhibits four distinct tendencies, as shown in Table 1. The first trend demonstrates that both channels provide equal coverage of some issues, and the second indicates that one channel offers more coverage than the other. Finally, the third shows the complete neglect of issues by one channel but not the other.

In the first trend, Palestine T.V. and Aqsa T.V. are concerned with Al-Quds' fundamental issues. However, the type and degree of coverage of the issues receiving the most attention varied. For example, the issue of relocating the U.S. Embassy to East Al-Quds was almost equally covered in the prime-time newscasts of both channels (22%). The same level of coverage applies to annexing east to west Al-Quds, the discriminatory occupation laws' (% 8 vs. 11.11%), and 'tightening the procedures on the mosque and worshipers' (%12 vs. %), but Palestine T.V. provides slightly more coverage.

Aqsa T.V. scored higher than Palestine T.V. on the second trend, 'Resistance of the Maqdisi people' (18%), 'Tightening the security procedures on the Palestinian camps' (11%), and 'Judaization of Al-Quds' (11%). On the other hand, Palestine T.V. highlighted exclusively 'tightening the security procedures on the Churches' (6%), 'tightening the security procedures on the Palestinian education and school in Al-Quds' (4%), the 'Maqdisi people Property confiscation' (2%), and the 'Separation wall' (4%). Aqsa T.V., on the other hand, emphasized the 'license prohibition' of the Maqdisi people with (1%).

For the third trend, neither Aqsa T.V. nor Palestine T.V. highlighted any issues regarding 'banishment from Al-Quds,' 'child detention and house arrest,' 'identity withdrawal,' and 'excavations beneath Masjid Al-Aqsa.'

These results indicate that Palestine Television covers the national and civil issues of Al-Quds with its Muslim and Christian residents. These results are consistent with Awais et al.'s (2020b) results. While the results of the HAMAS coverage corroborate Hassouna's (2015) assertion that HAMAS is more concerned with the religious than the civil aspects of Al-Quds, the results of the HAMAS coverage contradict this claim. To arouse the emotions of Muslims around the globe, it ignores other issues that may not shed light on the religious status of the city.

Table 2. (Position of Al-Quds issues in the prime-time news broadcast of Aqsa T.V. vs Palestine T.V.)

Position	Aqsa T.V.		Palestine T.V.	
	Repetition	Percentage	Repetition	Percentage
Title	4	14.81%	10	20.00%
1st Third	2	7.41%	24	48.00%
2nd Third	11	40.74%	18	36.00%
Last Third	12	51.85%	8	16.00%

The position of Al-Quds in the prime-time news on both television networks is displayed in Table 2. Al-Quds-related issues occupied a more prominent place in the titles of news broadcasts on Palestine T.V. (20%) than on Aqsa T.V. (14%). Moreover, Palestine T.V. presented the news in the advanced portion of the news in the first third of the news broadcast with a high percentage of up to (48%). In contrast, Aqsa's presentation of Al-Quds issues in the same period was modest, with only (7%). However, Aqsa T.V.'s highest coverage (51%) was on the final third of news broadcasts, which makes Palestine T.V.'s result (16%) reasonable, as its focus was more on the first and second thirds of prime-time news broadcasts.

Importantly, Aqsa T.V.'s headquarters are located in the Gaza Strip. Consequently, the researchers observed that during the relocation of the American embassy, developments regarding Gaza and the Great Return March protest were more prevalent in the opening segment of the news broadcast. The most contentious subject on Aqsa T.V. was the violent updates of Israeli aggression against nonviolent demonstrators (Al-Madi et al., 2019).

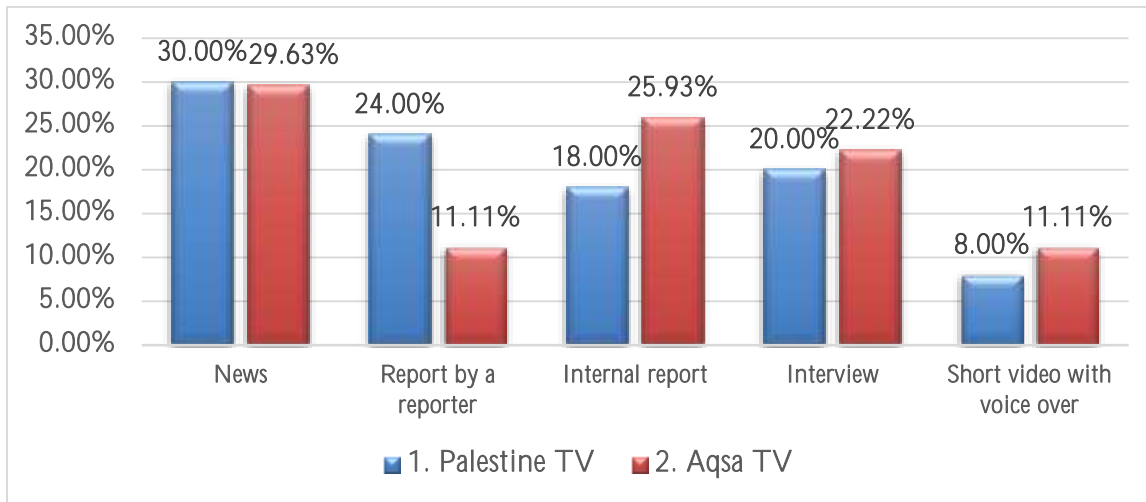


Figure 1. (Media form of the news handling Al-Quds issues).

Types of Media Formats (How Were they Said?)

Figure 1 demonstrates that both channels utilize similar media forms in their news coverage but with minor or substantial differences. First, Palestine T.V. and Aqsa T.V. presented Al-Quds issues in the guise of 'News' with (30%) and (29%), respectively. In addition, the proportion of interviews conducted by Palestine T.V.

(20%) and Aqsa T.V. (22%), respectively, is comparable. However, the other varieties have produced more significant variation. For instance, Palestine T.V. emphasized 'live reports by correspondents on the scene' more than Aqsa T.V., whose results were (24%) versus (11%). It was asserted in the historical context that Aqsa T.V. coverage and reporters are prohibited in the West Bank and Al-Quds, in contrast to Palestine T.V. As a result, Aqsa T.V. prioritized the presentation of internal reports (25% vs 18%) and short recordings with the anchor voiceover (11% vs 8%).

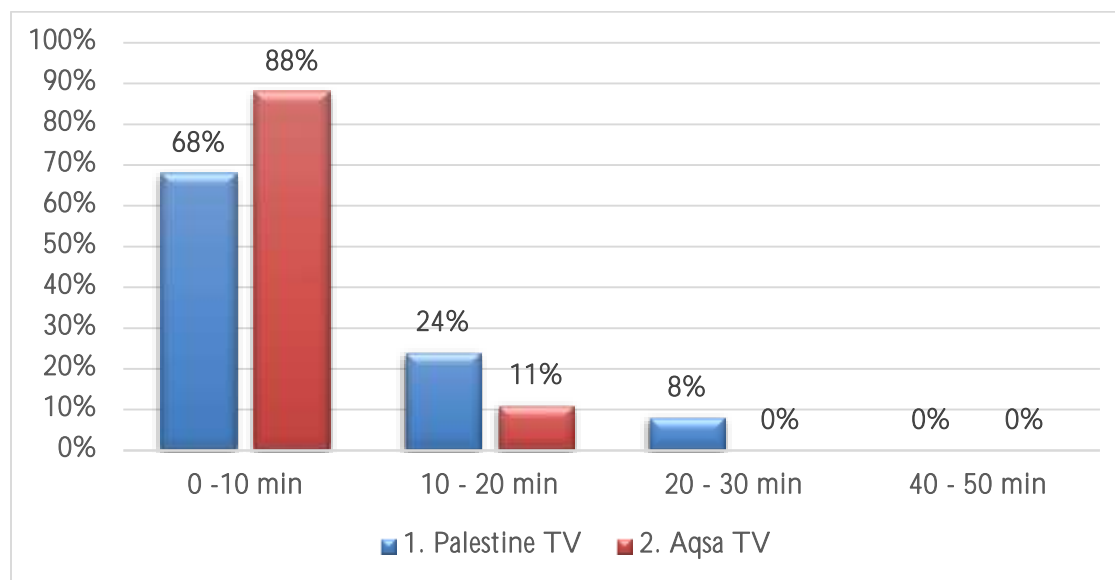


Figure 2. (Duration of covering the issues of Al-Quds in the prime-time news broadcast)

Figure 2 illustrates that both channels devoted most of their coverage to Al-Quds issues between 0 and 10 minutes. However, Al-Aqsa T.V. scored higher (88% vs 68%). However, both channels devoted 10 to 20 minutes to the subject, with Palestine T.V. achieving a higher result (24% vs. 11%). In addition, both channels rarely extended their coverage of Al-Quds issues beyond 30 minutes (8% for Palestine T.V.). However, these results indicate that Aqsa T.V.'s extended hour-long coverage of the Great Return March was devoted to living updates.

DISCUSSION

This research shed light on how Palestine T.V. and Aqsa T.V. cover Al-Quds issues. The analysis revealed distinct patterns in both channels' prime-time newscasts, reflecting their respective emphasis on different aspects of Al-Quds issues.

According to the data, Palestine T.V. and Aqsa T.V. provided balanced coverage on some issues while significantly differing on others. Topics of common interest included relocating the US Embassy to East Al-Quds, discriminatory occupation laws, and tightening restrictions on the mosque and worshippers. However, Aqsa T.V. highlighted religious aspects, such as the Maqdisi people's resistance and the Judaization of Al-Quds/Jerusalem. In contrast, Palestine television provided broader coverage, including civil matters such as church security and the Palestinian education system, to preserve its nationalistic and civil role, consistent with Abu Khalil (1997) and Awais et al. (2020).

Surprisingly, both channels completely ignored some issues, including child detention and house arrest, identity withdrawal, expulsion from Al-Quds, and excavations beneath Masjid Al-Aqsa. Such issues may not have been pressing during the incident of the Relocation of the Embassy, although these themes were pertinent in the coverage of these T.V. channels during the year 2018. This result suggests that, while these issues are important, they might not be adequately addressed during the period of the incident to be covered.

Given the prominence of Al-Quds issues in prime-time news, Palestine T.V. prioritized Al-Quds news, frequently leading the broadcast with related topics. In contrast, in the final segment of the broadcast, Aqsa T.V. focused on Al-Quds issues. This could be due to its geographical location in the Gaza Strip and the need to address pressing issues, such as the Great Return March protests at the start of their broadcasts (Abu Salem, 2018).

Furthermore, the media formats used to present Al-Quds/Jerusalem issues differed. Both channels used roughly equal amounts of news reporting and interviews. However, Palestine T.V. relied more on live reports from on-the-ground correspondents, most likely due to unrestricted access to the West Bank and Al-Quds. Faced with constraints, Aqsa T.V. resorted to internal reports and short recordings with voiceovers. Furthermore, the media formats used to present Al-Quds issues varied. Both channels used similar proportions of news reporting and interviews. However, Palestine T.V. relied more on live reports by on-scene correspondents, likely due to unrestricted access to the West Bank and Al-Quds. Faced with constraints, Aqsa T.V. resorted to internal news reports and short recordings with voiceovers.

Regarding duration, Aqsa T.V. generally limited its coverage of Al-Quds issues to 10 minutes, except for major events such as the Great Return March. On the other hand, Palestine television provided more extensive coverage, frequently dedicating 10 to 20 minutes and occasionally going beyond 30 minutes.

This study confirms that media interest in Al-Quds/Jerusalem issues is largely event-driven and varies depending on the channel's political, geographical, and operational context. More research is needed to investigate the factors underlying these disparities and their impact on public perception of Al-Quds issues. On the other hand, Palestine television provided more extensive coverage, frequently dedicating 10 to 20 minutes and occasionally exceeding 30 minutes.

CONCLUSION

In conclusion, the results demonstrate that the significant Palestinian parties, HAMAS and FATAH, agree on the significance of Al-Quds/Jerusalem despite their profound fundamental differences. Nonetheless, the disparity in importance was reflected in the issues highlighted by these guiding principles that determined their agendas. Concerning FATAH, the secular party Al-Quds/Jerusalem is represented from a national perspective in the Palestinian-Israeli conflict, along with all civil aspects of the city, including its Muslim and Christian inhabitants. HAMAS, the religious party, concentrates on the Islamic status of the city within the more significant Islamic-Jewish conflict, which sets the tone for the highlighted issues. Consequently, while relocating the American Embassy from Tel Aviv to Al-Quds, both parties expressed their opposition via their respective television channels in varying degrees. Aqsa T.V. did not provide adequate coverage compared to Palestine T.V., which devoted more time to the incident and employed more reporters to cover the incident and the numerous problems of the occupied city.

It was evident that Aqsa T.V. was concentrating on the internal affairs of the Gaza Strip, which HAMAS has governed since 2006. Consequently, HAMAS focused on spotlighting the suffering of the Gaza Strip while maintaining a modest coverage of Al-Quds issues despite its declared stances against the division of the city and the Israeli occupation's sovereignty over it. On the other hand, Palestine T.V. attempts to cast more light on Al-Quds/Jerusalem as an unresolved issue in negotiations led by the Palestinian National Authority, which governs the West Bank. Therefore, one can say that the news coverage of Al-Quds reflected the political agendas of both parties. As a result, both highlighted Al-Quds issues, but in ways that served their respective objectives.

Since Al-Quds/Jerusalem is at the core of the conflict, the researchers recommend researching the differences between the Palestinian and Israeli media portrayals of Al-Quds/Jerusalem issues. Both parties claim the city as their rightful eternal capital from a religious and historical standpoint. Consequently, it would be fascinating to discover how both sides of the conflict utilize various media forms to accomplish this objective.

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Data Availability Statement

The data supporting this study's findings are available from the author directly upon reasonable request.

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