

# Journal



# Of P R Research

## Middle East

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The Journal is part of Al-Arabia Public Relations Agency's publications, specialized in education, scientific consultancy and training.

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## **Image of Kingdom of Saudi Arabia In the international media after the events of the Arab Spring (An analytical study on a sample of international media)**

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### **Abstract**

The problem of this study is determined by analyzing the nature, features and trends of media coverage in the international media about the image of the Kingdom of Saudi Arabia, and defining the features and characteristics of the image of the Kingdom of Saudi Arabia in the international media whether Arab or Western. The role of the international media in the formation of this picture, and this will be through an analytical study on a sample of satellite channels that dealt with the image of the Kingdom, as well as a sample of news sites and a sample of newspapers that dealt with this image, whether negative or positive or Arabic or Foreign.

**Study sample** / newspapers (**International New York Times**) and television (**BBC Arabic**) as well as the International New York Times through blogs and advertisements for the newspaper.

**This study is a qualitative** / the study is based on the qualitative method that seeks to explore the perceptions of the individuals and deepen the understanding about the phenomenon that fits the qualitative methods that will help the researcher to build understanding about the meanings and contribute to the development of theories. New qualitative research helps to explore the motivations of individuals and their own experiences on which to base their behavior. Qualitative research is a multidisciplinary research that involves interpreting the phenomenon in its natural context. The content is analyzed through the content analysis tool.

**The aim of the study** / is to analyze the nature, features and trends of media coverage in the international media about the image of kingdom of Saudi Arabia in the international media and to study the sources of this image and explain the role of the international media in the formation of this picture. This was done through an analytical study on a sample of channels Which covered the image of Saudi Arabia, a sample of Arab and Western newspapers, as well as an implicit sample of the news sites that dealt with this picture, whether negative or positive. This study was adopted in the theoretical framework on the model of mental image reform.