

Journal



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UAE toward Environmental Issues, an Applied Study on Three Daily Newspapers Alkhaleej, Albayan & Alittihad)

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Abstract

This study aims to discover and identify the attitudes of the United Arab Emirates (UAE) press toward questions of the environment by measuring and analyzing the contents of three UAE newspapers, namely: Al-Khaleej, Al-Bayan, and Al-Ittihad. The study concentrates on the amount, content, and form of press coverage devoted to the subject in all three newspapers. Moreover, the study attempts to identify the type of persuasion styles adopted by the newspapers, in addition to the sources, the geographical dimension of the coverage, and the target group.

The study adopts the method of content analysis for the purpose of measuring and analyzing the content and form of the press messages published in these newspapers during the period from January 2010 up to January 2014.

The results of the study reveal an increasing interest by these newspapers in the artistic forms as opposed to the news and opinion materials. Also, the study shows that the main sources of information in all three newspapers are the press reporters and the UAE news agency (WAM). In all three newspapers, the general public represents the number one target group. The critical and the objective styles are the favorite and most frequently used by the study samples.

The study has concluded with a number of recommendations, the most important of which are the following: the necessity for a comprehensive plan for spreading environmental awareness; the formation of positive attitudes by the general public in relation to questions of the environment; and the need for the publication of materials and weekly supplements in the UAE press specializing in the environment.

