

**UNIVERSITI TEKNOLOGI MARA**

**PORTRAYALS OF THE ON  
ARAB SPRING IN THE  
ELECTRONIC MEDIA NEWS AND  
THE IMAGE OF ARABS AMONG  
MALAYSIAN ACADEMICIANS**

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## ABSTRACT

This study is a media effects research and it is an attempt to examine the type of Arab image, level of Arab Spring awareness among Malaysian academicians, attitude toward Arabs, perception on new status of the Arabs and the news sources that Malaysian academicians depended on to gain news and information about the Arab World. Specifically, the research objectives are to validate and proposes measurement models, validate and propose a full structural model of news exposure influence in the construction of the image of Arab and estimates the influence of attitude and awareness of Arab Spring as mediator factors, as well as to examine the moderation effect of the variables. This study employs correlational survey as the methodology of study. A total of 300 Malaysian academicians from five public universities located in Klang valley were selected as the sample. For data analysis, the study employs Structural Equation Modelling (SEM) method using AMOS statistical software to analyze the direct and indirect influence of moderator and mediator variables in the relationship between variables and employs SPSS software to analyze the descriptive part of the data. The findings suggested that the internet was a main news source used by Malaysian academicians and Arabs have a moderate image among Malaysians. The findings from SEM part suggested that all the measurements models are accepted after modification and the model-fit is acceptable and achieved all the measures of construct validity. This study also suggested that all of the dimensions of the variables are significantly correlated and also significantly explained by its observed variables and there is no significant difference between the proposed model and observed model. Thus, all Null Hypotheses were also accepted. Findings of hypothesis testing showed also that the hypothesized full structural model of Arab Image fits the data. The model fit of the final hypothesized model suggested that time exposure does not contribute to the model. The findings of indirect analysis suggested that both awareness and attitude play as mediating effects to achieve “assumption of statistical power proposed”. Strong support was found for the hypothesis of the relationship between attitude and image, and also between attitude and perception. Eventually, the findings of this study added to the body of knowledge concerning the Arab world and Malaysia and to the scholars and researchers in the field of communication and media, especially, electronic media and image. Further, the findings from this study contribute to the knowledge regarding the news assumption of mediation analysis in media effect studies.

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# CHAPTER ONE

## INTRODUCTION

### 1.1 OVERVIEW

The powerful effect of media on people could bring about the unconscious adoption of attitudes and beliefs with the values through its presentation either through text or graphics. These messages are conveyed through different media mediums. The most common media that prior authors (Brown, 2002; Zhang and Harwood, 2002) mentioned are radio, television, movies, games, video, magazines, newspapers and the internet. Today, in any society, the role of technological development has consistently been an object of interest for both researchers and academicians. Moreover, technology has increasingly proliferated throughout the world. The present world has been influenced and changed very rapidly by the technological development. In other words, transformations are taking a vital place in all spheres of life and ultimately changing the cultural and social belief system. The electronic media have become marvel of transition, which have opened new possibility for delivery of news and information to people.

One of the outcomes of technology is news watching, as it had become a vital part of everyday life. Apart from that, newspapers are known as vital news and information source that covers current issues (Kim et al., 2011). Subsequently, the electronic media plays an important role in terms of news distributing, information as well as knowledge to the human development. Various categories are found in electronic media news sources, namely radio broadcasting, TV (cable and satellite), movies and the internet (Fink, 2006). In 1989, Katsh reported the main forms of electronic communication, which are television, radio and computers.

In addition, numerous researches emphasized radio and television as tools of information dissemination (Okwu&Daudu., 2011; Bhattacharjee, 2005; .Ramchandani, 2004). In this regard, television is considered as the most powerful tool in influencing viewers' beliefs, values, attitudes and behaviours.

They are constantly trying to sell various products without people fully realizing its beliefs and attitudes that *govern* their lives, as well as their way of