

## Media Freedom from A" Liberal Perspective ": (A Reading of the Past and Present of International Media

Dr. Belkacem Athmane

Faculty of Information and Communication Sciences , Department of Information Sciences , University of Algiers 3, Algeria

Email: [Othmane.belkacem1976@gmail.com](mailto:Othmane.belkacem1976@gmail.com)

Received: 05/01/2026 ; Accepted:02/05/2026

### Abstract

Freedom of the media one of the topics that has sparked great controversy over three consecutive centuries with multiple and deep-rooted differences, differences in terms of concept, use and legislation in the classical and digital environments.

Therefore, its stages in terms of intellectual origin were embodied in ancient, new and contemporary writings with this sacred trinity mentally and methodologically in “freedom of opinion”, expression and thought. These are three stones upon which the corners of these human demands are founded, as a flood of “freedom” that man receives from man through historical media –communication media, starting from revelation and reaching –without end ---the inputs and outputs of artificial intelligence as vessels carrying these layers of media and communication experiences of peoples and nations that sometimes coexist, sometimes differ, and sometimes are in conflict and at war. And how long are the periods of time in which the experiences of “media freedom” have been tested.

Among these experiences, in this research paper we focus on the liberal experience of media freedom or media freedom in the liberal experience, as one of the most famous experiences of freedom in protecting the trinity of freedom of opinion, expression and thought through the density of legislation guaranteeing these rights and the strongest presence in international media and the most noisy in global academic studies, so that its soft power is later manifested in humanitarian, academic, media, commercial and international political outputs, to later become clear that it is merely a “ model of soft hegemony”. Its role is radically different from the campaigns to preach the “sacred media freedom” of a selfish liberal system, harsh and unfair in many uses and in successive times and geographies, which we will present in the future of this “ scientific article”.

**Keywords:** Media freedom, liberal theory, international media, media practice, a reading of Western experiences.

### Introduction:

And the most believes that the « the right to information »or « the right to communicate ».

-later-or « the right to internet» with different context is an absolute right before and after ,and of the misbelief these three right can be gratuitous even if the flogs and slogans are raised through national, regional and international legislations that were stacked in the world university libraries for three consecutive centuries.Also,the heritage of codes of professional and honour ethics alone could not be the ideal antidote in order to eradicate the media abuses and overt biases despite the long record of sacrifices that could not be denied in any case-in the practices of international media and the bad use of « power »in a coercive and selfish way concerning the right of the strong and rich inhabitants of this earth as groups on entities and aver countries and governments and among the recorded abuses, we have what is legally documented ,and some of it was academically documented and some of it was media-documented (from the new paper to the internet), and most of it was forgotten circled by the force away from international laws in an outrome with from international laws in an outome with a compulsory nature at best and to turn a blind eye of what is pleased and desived by the international public opinion the leader and the follower on a basic principle stating that it is injustice, false hood and deep distortion of truths.

From this quick introductory background, it is clear that the freedom, in western perspective, is politically and media. monketed as a « purpose »and a «reference »for anyone else, but for the others, it is just a « tool » in order to performe with justice and it is just a value with in bigger reference .

From this total negotiations, we deduce this complex problematic that always bothered us and those who come before us with science and investigation and it leads us to the following query :

**What is left of the concept of freedom of media in the liberal environment in the present of international media? and did the company of the idea of « freedom of media » un liberal media turn upside down against its foundations ?and is the international public opinion still view it as a reference or it is just a value within à bigger reference ?.**

❖ **Brief conceptual introduction of concept elements of freedom of media from a western perspective :**

The concept of freedom of media has not be shown in its present form as it is determined by charters of nations and constitutions and laws of some countries only after the second world war (1939-1945) in the context of looking for tools and materials that enable the victorious allies to impose alternative that were believed to enable the humanity to avoid tragedies similar to the remnants of that war except its sites became clearer with the outbreak of book rench and American resolutions<sup>1</sup>.

Since that's the case, it's fine to refer, quickly to some inheritable definitions to go to the core of the topic which is about « the freedom of media in the digital environment »expressed « Media freedom from a liberal perspective :a reading of the past and present media »as a concept that always lothered the philosophes.wise men, researchers, academic persons, professionals as well as judges ,lawyers, editors and the owners of media and journalistic enterprises through its long history so as the magic of the concept and its magnetism more to the receiver (public opinion)through approximately four (u) centuries of coexistence, collision, closure and openness.

In order to access surch sea of concepts, me suffice with some lexical and idiomatic definitions as the dictionary « the robert » defined: « the freedom is related to the position of the person not related to another one, or the ability of acting without obstacles in a tidy society depending on determinants and under rules.<sup>2</sup>

But, idiomatically; its definitions are various, according to the lawyer « Moris Nakhla » means: « the right of choice, in other words, it supposes the distinction between good and eviland this is a feature of man that distinguishes him from other species and it is the greatest gift god has bestowed it ti this rational being.<sup>3</sup>

While the professor Abdel behnas defines it as follows: « But the freedom according to the legal concept is « permissions and licenses to do all that is not forbidden by law ».consequently, it is the permission of getting the right »<sup>4</sup>that is, it is impossible to enjoy the rights without freedom.

And « jean rock »defines it as « freedom »means the right of man to be or act as he likes or he decides his fate.<sup>5</sup>

Based the spirit of this legal philosophy of the media freedom, the journalists (men of the press) developed a new belief in the united states of america called « the right of people to know »and this statement was formulated in 1945 by the hand "konte cooper " the general direction of associated press at that time,then,his attention was focused on breaking the borriers in front of the world free communications ,and this belief was improved in 1953 on the pages a book entitled « the right of people to know »written by Harold cross who is a prosecution attorney of the agency and the owner of the famous saying « people's affairs are people's affairs and people have the right to know and the freedom of information their just heritage and without that , the citizens of democracy didn't do anything but changed their be havious ».

❖ **Monopolistic mentality of « freedom ».through of technical universal declaration of human right :**

Such belief has brought its modern intellectool spirit and its constitutional texts from the spirit of both french and American experiences and from then most of the constitutions, made in the 19th century (for the colonist) and the 20 The century (for the colonizers), were emerged.

---

<sup>1</sup> Ali Kessaissia :circumstancer of right to information in the algerien code(law).Algerian magazine of communication ,office of university publications.3 rd edition1996.p ,187.

<sup>2</sup> The robert French dictionary,paris,sejer2005 ,p247.

<sup>3</sup> Moris Nakhla,freedoms,Elhalabi legal publications,beirut1999,p31.

<sup>4</sup> Adel Bahnas,Freedom of Media in the Algerian constitution its sources and its practies.guarantee in the Algerian constitutional system.thesis of Magister,Algeries university,faculty of political sciences and Media,p,7.

<sup>5</sup> Jean rock ,andre pouille « public freedoms,dalloz,12th edition,1997,p,6.

It has acquired the feature of global consensus from the universal declaration of human rights on December 10th, 1948, even if this last is more important than the two previous texts but is placed in the third position in terms of historical order of publication, without taking into consideration the legal and compulsory importance 6.

Since the article 19 of the universal declaration of human rights confirmed that : « every one has the right to be freedom of opinion and expression and this right includes freedom to hold opinions without interference and to seek ,receive and broad cast information and ideas using any means without regarding the geographical frontiers » .the article 19/21.

From the international covenant on economic ,social and intellectual rights, conformed on december 16th 1966 that « every one has the right for seeking various types of information and ideas and conveying them to others either in a written or a printed form or in a mould or in another means he selected »7.

Also, the some article states that « the right of everyone avoiding pressures (stress) because of his opinion in the first paragraph.

But the second paragraph confesses: « Everyone has the right in the freedom of expression and this right comprises the freedom to seek and receive and dissemination of information and ideas of any kinds without taking into consideration the borders and through oral negotiations or through writing and publication or artistic forms or other tools that he selected.

The third paragraph of the article 19 from the international covenant on civil and political rights points out that the practice of these rights is mainly linked to special duties and responsibilities for that ,it may subject to certain restrictions, but exclusively basing on legal texts which are necessary.

1-In order to respect others'reputation.

2-In order to protect the national safety or the public order or the public health or ethics.8

In the dichotomy of overt and covert in the legal text and precisely in the article 19 from the universal declaration of human rights 3 years after the end of the second world war the founders of this document didn't tell us \* about the method for achieving the media freedom if the vast majority of the third world countries which were under western colonialism.

That formulated the trapped document in a form that holds the idea of denial and monopolism in addition to layers of colonial arts that were practiced on colonized people he rectified it in another place in the document \_Eric Hobsbawm draws the resulted ambiguity in his book « Era of revolution » as the feudal "king" states to his serfs :(( for your attention ,i am your master and my master (boss, lord) is the Caesar is the Caesar , has the right to give me the order and i must obey and however, I shall convey it do you ... And in this feudalism, i am the Caesar and i am your good on this earth, in front of god and in the heaven as the horse skin is scraped with the metal teeth comb ten times first, then it will be cleaned with the soft comb, so, i am going to clean you with extreme harshness and no one knows if i reach the soft comb, in the end ,and as the good cleans the wind with thunder and lightning and in my village, i am going to clean you too with thunder and fire when necessary))9.

No one can dismantle this text in a frame of a mono-relationship between master and his slave but it is an ambiguous and complicated relationship between two cultures and two realities, both of them has its historical background and its conditions of formation.... Culture of tyranny, violence, repression, confiscation of freedom and opinion, and another culture which looks for liberation, salvation.

And to break its shackles and to manifest its existence ,its freedom and its right of a free and a decent life and let's suppose a controversy stating that this feudal master has been elected in order to formulate a human bill concerning the

---

<sup>6</sup> Farouk abu zeid, *journalistic systems in the arab world*. house of the world of book. 1st édition ,cairo 1986 ,p,42.

<sup>7</sup> Mohamed Asfour : *Charter of Arab human rights. A National and a fateful necessity*. Démocracy and Human Rights in the Arab world. Center of Arab unity studies. House of Arabic future 1983, page 242.

<sup>8</sup> Souad hamad : *supreme administrative court in the public freedoms and human right*. Walid house of modern publication (edition) 1st edition, 1983 p, 204.

<sup>9</sup> Sabah yacine, *media, a freedom in collapse, arab network for research and publication*. 1st edition. beirut ,2010 p10.

right of expression and opinion, so which formula will be born in this frame ?we have no choice but to write a long obituary of the freedom principles and we seal all progress with a sealing wax that glorified the human right to existence and declared his qualification to practice his whole freedom in a decent and safe life, « kroos ».saw that the freedom of information is like the foundation stone of all freedoms in the first constitutional amendment and he says :in its absence of information the other freedoms will necessary be exposed to danger and i believe that the citizens must have a legal right for information concerning procedures made by the government with the mane of those citizens.

Also,the teacher « Aill Billie » describes the impact of this new belief in the united states of America on both media and legislative levels saying : « the belief of « kroos » has confused a lot of constitutional lawyers till today, and they will inform you secretly or publicly that there is no existence for such right »<sup>10</sup> originated from media freedom protected with not mandatory international charters !

As long as the belief prevails among theorists of the traditional liberal theory that the private media ownership keeps its independence from the government control and this helps it to play the role of the fourth estate effectively.

Also, the competitive nature of the market will always contribute in the emergence of new approaches through alternative media tribunes competing with each other in away giving the receiver-the citizen-various choices and different points of view fighting with controversial reasoning amining to a positive persuasion l l

However, the campaign launched by”kroos” has been en hanced by the efforts of American society of news editions and American newspaper publishers league and other track union groups and it has the effect of bearing fruit in a paragraph of the federal act of freedom of information 1967,perhaps the most obvious reason is the cold war contagion that marked post-second word war era.

#### **People.....what are wondering (asking) about.....?**

The vast majority of humanity were forbidden for asking questions and the case when they were allowed, so,the questions will abriously he informed law an enslaving with a western ,capitalist, supremacist and exploitative linguistic matrix preceded by a legislative matrix that restricts the lingual ,political and media just like the first colonial restriction that founded .The trilogy : denial, monopolism and colonialism as one of the hidden forms of expression inside the legal text twill be exposed by the international politics later during the colonial period or during the post colonial period because a decd (Action) is not a word, so it means nothing to glorify the text of the Article 19 to recite it on humanity in the national and international events of press and Media freedom or we celebrate them academically or politically without exposing them to the historical muror in order to deduce the real meanings formal, so saying: “ Everyone has the right in the expression and opinion freedom and this right includes the freedom of opinions without any intervention and gathering news and ideas and receiving and broadcasting them by any means without restriction to geographical frontiers”.

As long as this article has served the agenda of promenents like france, Britain, The united states of America, Canada, and the soviet union ( previously)(Modern and traditional colonial powers) over the medium-and long term, so the concept of the statement “Opinion freedom without any intervention” obviously is on exclusionary thinking for the other with a top dictatorial form ( the colonizer on the colonized) in order to deepen the idea of dissolution in the western civilization prevailing in the colonized country with its cultural, lingual and media enterprises. And no historical opportunity to realize a “Cultural Tyrrary “.

( extermination) through the extreme use of the statement and sound and image with its both types fixed and mobile you will find.

But the secret lying in the statement: ((... and gathering news and ideas and receiving and broadcasting them by any means...))

As it is know that the United States of America alone controlled over 80% of the world know ledge information and products during the post –war era baked by the dominance of 80 percent of the global gold. But what is meant by lining the statement “ without restriction to geographical frontiers” and its inclusion in international convention which are

---

<sup>10</sup> Robert Schmul, The Responsibilities of Journalism, translated ,by Alfred Asfour, Jordanian Literature Center, pp.43-55-56.

<sup>11</sup> Samah ferdj abd el fatah,bager al-nadjer and al, :media and formation of public opinion and values construction.,1st edition ,center of arab unity studies , beirut,2013 p, 160.

concerned with the right to information and the right to communicate as a product of this freedom later. So, its strategic objective was to with how the communication and cultural and linguistic sovereignty file from the colonized countries in the short and long term and to send the global domination project each according to its ability and perspective lasing on wired and wireless telecommunication networks as a technical structure that will determine the features of the local, regional and international media freedom.

And since of the mind-sixties of the last century, the article 19/2 of the international covenant on economic, social and cultural rights on December 16th 1966 will deepen the cultural dominance and it will be drown under the guise of nebulous concepts included in the article 19/2 as it is mentioned in this article confessing that: “ Everyone has the right to seek for various types of information and ideas and convey them to others either in a written of printed form or in any template or with any means he chooses”.<sup>12</sup>

What attracts the attention is what the legislator stated here “ or in my template” advised us “ Simon serphoti” in his book “Mass media and the American foreign policy” The artistic templates for editing the news stories are the American intelligence heresy.

It is invented for news packaging according to the requirements of the American foreign policy and its main and very dangerous is the template of inverted pyramid which the journalists class by the less important than to end of the news story, Thus Because of the united states of America’s dominance over 80 percent of information and know ledge and images (photos), they (U.S.A) will release “statue of liberty” to the world without competitor or rival and thus, they (U.S.A) will manufacture the new world according to the American narration as a logical result of Military- technology- academy-media- trade alliance.

This does not lead us to the preference for solitude or regression to the past or we accuse the past with our future in most usines because it’s impossible to go beyond major (great) achievements realized his media at the level of the knowledge rumor and its circulation and the development of public opinion and maximizing the role of pressure groups by unifying their efforts for the sake of principles and moral values, except that the dominance over the mass of this movement and orienting it towards private interest has put the media in front of a hard and complicated paradox, and it has cast the doubt about the extent of realization benefit to humanity.<sup>13</sup>

When the media becomes ..., a toy used for pre-designed purposes, and the concept of right to communicate will be reduced from the individual right to communicate and contact to the right to adjust the individual freedom and confiscation of its opinion, so the concepts of (( Media freedom)) jump over (( limits of law)) in a special accommodation (conditioning) designed for imposing formulas and values on the society and the individual, under the slogan of the right of the whole or prerogative of power and its vast responsibility and thus, laws and customs are formulated for narrowing the concept of personal freedom of individual and requirements of protecting that freedom too, and this will show clearly various forms of restriction tools of opinion freedom and the contact capacities and the most dangerous is falsifying the collective consciousness by creating elements of pseudo-culture, common and standardized (standardization) which facilitate the central state control or its adjustment devices, and in contrast the culture of horror and alienation and the negative culture of individual freedom will be enlarged and all these operations compete in order to lead to disintegrate the social cohesion and fabric and change the society into scattered particles and to generate collective fear instead of collective safety that facilitates the control and dominance of the power of media directed and capable of violating the independent personality and replacing a docile personality non- contrasting and condition of coexistence with a group or herd with a modest margin for criticism or objection in order to extract the case and reformulate it according to the criteria of modernism and the demands of the civil society as they claim!!<sup>14</sup>

---

<sup>12</sup> Mohamed Asfour: Echarter of arab human rights. A national and a fateful necessity. Democracy and human Rights in the arab world, center of arab unity studies. House of Arabic future 1983, p242.

<sup>13</sup> sabah yacine,Media (value system and the hegemony of power) Arab network for research and publications, 1st edition, Beirut 2006, p, 28.

<sup>14</sup> Ibid,p.p 28-29.

.....About the great freedom in which they disagree?!

The problem here is not different from others of commercial and economic sectors, the control of the sources of energy then the control of major (big) industries and the control of financial exchanges and the emergence of multinational companies, all of that left an imprint on the media field, they have built the powers that are trying to extend their control on the world in the west their smart weapons used with higher competence in communication and media in particular... smart weapons that commit murder by extending then fake news that disrupt perception and change the consciousness, and they work on a variety of dazzling shapes free of social and political content, now the media industry is taking various formulas designed for purely profitable goals and supported by a massive flow which does not give chance to stop and reflect ..... and at the same time all the covenants on the right to communicate and the media freedom and its democracy will be ignored and put aside in front of ways to achieve goals and interests.<sup>15</sup>

And one example of this and which deserves careful consideration is that: "... at the beginning of the year 1974, they were millions of Ethiopians threatened by a famine and a huge shortage of food product and the number of victims was in thousands where the correspondent of ABC NEWS Bill Blac more realized the importance of this issue as a news story that will be broadcast on the evening news.<sup>16</sup>

And lasting on that, He asked his presidents for permission to travel to Ethiopia to be able to cover this story however; he received instructions to consider it as a story film with a secondary report and this from his headquarters to Rome and what the correspondent precisely did, except the report was broadcast live as it was scheduled.

Six months later, the three networks broadcast daily reports about the same issue and this was after the British Broadcasting Corporation (BBC) has broadcast a long report documented by photos focusing on babies on the verge of death because of hunger, the NBC news has adopted this report and presented it in the beginning of October (early October) 1974, and the question is why was the famine considered as a higher news value story in October and November and it has no interest and follow up on February and the answer of this questions lies in the obstacles that face the journalists.<sup>17</sup>, from a pure liberal interpretation according to what Stephen Innes Leeper has achieved.

If we have cited this example, it is merely a presentation of a long media history in which the western media has shirked its ethical responsibility as it was previously mentioned on the first pages of this research paper expressing its defense against the western dominance and here Clifford G. Christians has exposed and criticized it openly through his theory which is based on western ethical theory criticism considering it as ((local reference)) and it carries an ((imperialist trend))<sup>18</sup>

Perhaps; among the main critics addressed to this suspicious relationship were gathered by the lecher Hanouche Hafidha in her Phs thesis from "The media analysis group" is just the centering of 10 thousand of journalists and correspondents of Media in Washington competing to develop their relationship with information sources in the white house... while the mass media are really competing in event coverage, but they are competing on searching for junk information ( Poor Information), focusing on the American perspective of the world news and the American attitude towards these events ... this is why the news was similar and repetitive and entertainment overshadowed realities.<sup>19</sup> Furthermore, the United States of America alone are today monopolizing over 75 percent of media that flows across the world, also, the transnational corporations dominate 65 percent of the news and 75 percent of T.V program flow and 90 percent of T.V news in collaboration with Reuters news and 50 percent of films that flow across the world.<sup>20</sup>

Since the statistics above date back to 1995 in order to reveal the secrecy volume used by the American government Authorities all the times in the first mid-20th century till the beginning of the 21st century the extent of horo Media

---

<sup>15</sup> Sabah Yacine: Media (value system and hegemony power)- p cit page 29.

<sup>16</sup> Stephen Inosla Behr, Roy Behr, Shanto Lyengar), Media game: American politics in the television age, by Macmillan publishing company 1993, P25.

<sup>17</sup> Ibid, p25.

<sup>18</sup> Abderrahméne Azzi- deontological theory in media practice, Almutawasitiat Publishing House, Tunisia, 2016, p24 .

<sup>19</sup> Hannouche Hafidha, government websites as a source of Information in Algeria (Descriptive analytical study of Ministerial site sample as a source of information of a sample of journalists), Non-published PHD thesis, university of Algiers 3- faculty of Media and communication, Department of Communication, 2021, pp79-80.

<sup>20</sup> Ibid, p80.

manages with the public opinion through silent and spoken sources of information over half a century and more, here is Herbert Schiller in his book "The Mind Managers" criticizing the congress committee in 1971 which was hid rig information and protected documents ( confidential secret document) that cover the period extending from 1939-1971 whose foundation is 20 million of confidential document with the prohibited access inside the liberal system while the national archives include 160 million pages of secret (confidential) document the second world war era. There are 300 million pages whose history dates lack (1946-1945).<sup>21</sup>

As Schiller gave a presentation of the costs of Information, collection, activities across the world through Intelligence that is pentagon- affiliated and completely independent of central Intelligence, and that estimated at around 2900 billion dollars, and the annual cost was estimated at 5000 billion dollars, these operation are being followed 200 thousand people outside the country.

This suspicious freedom means the media freedom from a liberal non- ethical perspective- so to speak - **John Pilger** wrote about it in his book. «Freedom Next Time » This journalistic testimony when he wrote saying in the introduction of the book: « when I started working as a journalist... the authorities granted to us were the same authorities granted to major powers (great powers), the same like those from "our government" and "our enterprise" and the view taken from the earth has no value except it enhances the view (scenery) coming from above only, the complete communities were described and measured by their relationships "with us" and their benefits for "our interests" and the degree of their compliances or hostilities for our authority and above everything so they are not "us".

And he continues – A survey that has a pre-reading- revealing the western Media freedom disguised with gestures and expression:" These colonial clears have been changed And for preserving them, millions of people remain hidden from view and they can be neglected and victimized on September 11th, 2001 And the time when the world was crying on the dead of innocent people, the food and Agriculture Organization of the united nations (FAO) has submitted a report which shows that the daily death rate remained constant: 36615 children died as a result of the extreme poverty and this was normal during the economic growth era.<sup>22</sup>

And In early 1980's, the historian "mark curtis"has analyzed in his exploratory study five hundred (500) term-papers in the British press dealing with the situation of Nicaragua, he found a nearly completed obliteration; for the victories of Sandinista government for the interest of the myth of the communist threat over the power and at that time, it was the.

Angelo-American Propaganda.... And Man can logically deduce that the reports of the coverage were conditional on different set of prerequisites which is a set that matches with the flow of fake news from Washington and London.<sup>23</sup>

And in the Iraqi- Kuwait situation, "Iraq has suggested various peaceful initiatives about the man from Kuwait in exchange for superficial modifications in the frontiers between Iraq and Kuwait that enable her to reach the gulf in preserving her rights in remaila field, but these Iraqi initiatives were refused by the American government because she has already taken the war decision,<sup>24</sup> this is why these initiatives have not been show in the media" and Thomsy adds: "The gulf war was not a war but an American attack and a slaughter (carnage) executed by the American forces agonist Iraqi people... we don't and we will not know anything about the reality of the number of those victims more than the lacking information given by the pentagon to the Press and Media"<sup>25</sup>. And not far from Iraq, John pelger declared his testimony for another time saying: "when I was writing this book, and in early 2006, three families from three diverse cities were eliminated from the existence by the American bombs and rockets.

In this way, the American journalist become an American journalist and military at the same time, the is not only a civil journalist mobilized for the media cause in the course of performing his profession, but the American journalist becomes

---

21 Ibid, p80.

22 John pelger: Freedom next Time: Translation of Mohamed mahmoud Al-taha 1st edition Al ABi kane Edition- Saudi Arabia kingdom, 2008,p.p 15-16.

23 Ibid,p16.

24 Nasreddine laayedhi, some assumption for studying Media Relationship. The Algerian magazine of communication,office of university publications, Algiers. <sup>Edition</sup> n° 18,2004,p118.

25 Ibid, p118.

a past from the American strategy called (Freedom of Iraq).<sup>26</sup>In these courses, the journalist takes a book at the history of Iraq and his geography, and the religious and tribal demographics of the Iraqi society; also the journalist takes a book at the latest techniques of the Nueces coverage from taking photos with the telephone to the live broadcasting through the motorized satellite dish to the new writing or narrating about wars.

This without ignoring what the journalist can cover from the margins of war that mean questionnaires, reports and profound surveys ... And these determiners enable the journalist to control the news and information as well as the public opinion and its leadership.<sup>27</sup>By providing correct information through national communication (convincing) that agrees with the Ethical principle recommended by Kant and its meaning :” Man must deal with his human peers as ends in themselves, but not at all as a means of access to an end”. And this disagrees with the concrete definition of English Wikipedia that formulated the definition in this way:” Persuasion is the influence in attitudes, beliefs intention, (motive, dries).

Or behaviors; it’s a term “umbrella of influence” and the Wikipedia will add a vocabulary that will be indicated in bold type and in this way, it will touch everything: “Precaution is a process that aims to change an attitude or individual’s behavior (or group) towards a specific event, idea, thing, or anyone or other people, written or speaking words are used to carry information, and feelings or inference or combination from it.<sup>28</sup>And this is called deceptive persuasion ... (its consist) of other images that are unsafe for communication and do not involve the transfer of correct information only but the persuasion can be an intentional deceit, in this case (a) can persuade (b) to behave without being supplied with the correct understanding of alternative based on correct information, but by defaming the understanding of (b) through the communication that defames or falsifies and deliberately drops some aspects of the truth that (a) knows and if (b) knows them they will impact radically on his decision and the difference of national persuasion, thus, the deceptive persuasion does go with the ethical principles of Kant, In deceptive persuasion people are not considered as ends but as tools or means or topics.<sup>29</sup> As a topic for instance in 1991, when Saddam provoked the resentment of his sponsors in Washington and London because of attack of another client of their clients and that is the Kuwait who is now an official enemy; the Iraqi Kurdish calamity (1988) became suddenly a large caritative cause in the west<sup>30</sup> whereas as tools, as long as the American Media relied on a heresy developed by Associated Press which is a template (mould) for the news writing called template of inverted pyramid which became used by all journalists in the world in writing news.<sup>31</sup> So; the free flow information became flowing in the world news rooms basing on “western cultural assumptions, and through the western perspective for that, the western source that narrates the story first ... Therefore, it possesses a feature influencing the public this is why there are sources even they were given the opportunity to narrate their stories, their narrates will be placed in lower rank.

Mindich states that this template (mould) obliges the journalists to put the official data and quotations taken from official sources in the first paragraphs of the news as the most important facts.<sup>32</sup>

#### **\*Western Media and the test “Bias” in Gaza before and after.**

A single new report can reveal for us and expose the western media bias before and after the events of October 2013 there are plenty of example and proofs and the above them, the warnings and deletion, defamation and direct forgeries notes that can be found today in our digital environment- Even that hundreds of journalists and media professionals can not restrict

---

26 Jamal Al-zarn: Arab Media internationalization (container and identity awareness), Edition 1-safahat house for publication and Distribution- Syria 2011,p45.

27 Ibis, p46.

28 Wikipedia: The concept of persuasion the date of visit January 20<sup>th</sup>, 2025. Available on the following link: <https://www.google.com/search?>

29 Amer Mesbah: The Social persuasion (its theoretical Back ground its operational mechanics) directed (presented) to Media and communication students. Office of university publications; Ben Aknoun. Algiers; 2005 p17.

30 John pelger: freedom next Time, opcit p19

31 souleimane salah: International Media, Al falah book shop (Library) for publication and distillation. 1<sup>st</sup> edition, Kuwait 2003, p213.

32 souleimane salah: International Media, opcit, p 114.

the size of these lies because the field reports were accurate and completely correct whereas the conversation (dialogue) of "David Parscant Mian" with "Noam thomsky" indicates the exact opposite even if the context is different bit these media reports were and still... "adjust and they are in their way to higher command (leadership) sequence in order to suit with what what the man in higher rank wants to hear"<sup>33</sup> and among the more puzzling and astonishing examples, we have this news report in which it was mentioned the position of islam today the American news papers coverage of Israeli occupation attacks against the Gaza strip two days before the end of 2008 with the scandalous and disgusting introduction. "The prominent American news papers, published on Saturday, December 27<sup>th</sup> 2008".

Covered the Israeli point of vaunt (occupation) regarding the attack against the Gaza strip by justifying the attack with the Roc Covered the Israeli point of vient\_ (occupation) regarding the attack against the gaza strip. by justifying the attack with the Rocket raids louched recently by the palestinian resistance against the Israeli..... occupation of the Gaza strip attacks and New York Times said on ith welrinte- The Israeli-occupation forces launched today Saturday, an attack on Hamas". Although the attacks affected the entire gaza strip and killed about 150 palestinians and injured hundreds of others, and the American news paper justified the Israeli attacks (occupation) saying it comes as revenge for the recen't rocket (missil) launch from the region" and the e newspaper added tha t:« Few civilians were among the dead, and among them children, but about ten Palestinians (civilians) were injured" and the newspaper added that : « more than 60 Rockets and mortar shells ) were launched on wednesday and some of the reached regions that were not reached before?! ».<sup>34</sup>

Although the palestinians. Rockets didn't cause any casualties on the Israeli side but New York Time said that : « The Rockets (the palestinians ones) were factory were

Intended to main and kill and several houses and one factory were damaged which caused terror ( in Israels)<sup>35</sup> The Washington Post tirk the same way in spreading the the justification of Israel attacks (occupation... by the launch of palestinians Resistance Rockets...

where the washington post said. The Israeli raids "came a response to the the renewed rocket raid from Gaza. on the Israeli border cities? In the same context, the washington Post said: Israel loft Gaza 2005 after 38 years of occupation but the with drawal did not lead to better relationships with the palestinians. in the region as it was hoped by Israeli occupation leaders and washington post added that the Israeli. occupation's with drawal was followed by a hard rise of the military attacks on Israeli Border settlements. provoking a severe Israeli Revenge in several occasions. « and it should be noted that the international organizations consider that. Israel is still the occupying authority in Gaza strip despite the disengagement plan. exeembd by the former Israeli Prime Minister « Ariel Sharon» . where effective daily control is exercised on most sides of life in Gaza through its complete control over Marine and Ain fields of Gaza and its land f Maritime land borders<sup>36</sup> And so as not to redundant too much in gathering proofs, we have chosen to conclude this accademic study and which can be described as the comprehensive wand prohibitive to charcterize the suspicioris... relationship between western. mass Media and the present international causes and their clean uses an Media and Press freedoms and the extent of its bras at the...sxpense of the truth which has long been triumphed by the International public opision in Media, universtig trade tradessions unions, cons, Rederations, and internation governmental and non-governmental organizations.

However, the western mass media carrying the slogan (Media freedom) have disagreed with the results. (flundrigs) of this recent study elaborated by researchers on media bras indicator and which concluded that the western media coverage of

---

<sup>33</sup> David parscant Mian and Noam thomsky: Propaganda and public opinion (dialogues, interviews) with Noam thomsky). Translation into Arabic by Ibrahim yahia Al-chihabi, Al-Abikane library, 1<sup>st</sup> Arabic Edition. Saoudi Arabia kingdom, 2004, p 365.

<sup>35</sup> American Press coverage of Israeli attacks on gaza. News report pulilished on Saturday, Desember 27th, 2008, es of Date of visit. April 2914 2026 available on the following link -p//www.Islamtoday.net/albasheer.artshow.

<sup>36</sup> American Press coverage of Israeli attacks on gaza. News report pulilished on Saturday, Desember 27th, 2008, es of Date of visit. April 2914 2026 available on the following link -p//www.Islamtoday.net/albasheer.artshow.

Collective genocide War on Gaza, strip remained... biased by enhancing the Israeli narrative (occupation) and ignoring par alleviating the scale of humanitarian Tragedies in the devastated palestine territory .

The researchers analyzed 54 thousand and 449 articles published between october 7th, 2003 and August 2025 in eight major western mass media, "British BBC American »NEW York Time « the french « le monde ». the Germans « Des Spiegel », the British « The Daily Telegraph », the Belgian « the free Belgium », the comadian. « The globe and Mail » and the Italian « Corriere della Sera".<sup>37</sup>

The study showed that the headlines of the articles focused greatly on the Israeli narrative and deduced that « New york Times », mentioned Israel 186 times for every single time it mentioned Palestine, it also pointed out that the the "New York Times" used the word « Palestine » 10 times only since october 2023.

Among 91 headlines in the BBC containing the word « Palestine », only 11 headlines about Palestine and As describrising her as a country, except that, palestine was mentioned 80 times in a context related to the british movement « Palestine action » or Pro-palestinian protests (demonstratus) or writings on the walls like « Free palestine ».

According to the analysis, the Canadian newspaper « The Globe and Mail" mentioned Israel 33 times for every single time it mentioned palestine.

Under a second sub-headline « Methodic whitening of Israel's crimes", the study found that most of mass media studied had avoided using terms. like « Illegal » on « Against the Internationd low » when covering the news of settlers and settlements and the Italian news paper.<< Corriere della Sera" referred to the settlers and the Settlements 53 times in Its reports (articles) without stating the legal context 38 the word « occupied » appeared in the headlines of news enterprises included in the slindy only 29 times compared with 1180 references to the same territones without any recognition re of the occupation.

And according to the Anadolu, the western media .coverage was not involved in a simple bras, but. it performed a methodic whiteningz of violations committed under Indicators to ca « The right of return" were nearly during the coverage of the crisis of the Palestinian refugees, where only 38 references mentioned in the eight mass media, whereas. Amass media celebrated « the return of jeurs to Israel » considered as pacred. Also, the return to their country considered as an ethical obligation, it considers.

That the return of the palestinians isa threat and destabilizations or even « anti-semitic »according to what was stated in the study :

**\*defamation of historical context :terrorism stigmatization and starvation denial.**

The researchers confirmed that the média entreprise will witness in a routine way,the attack of Al-Aqsa Flood on october 7 th ,2023 in order to justify the israeli crimes while ...gnoining the illegal israeli closure(siege)since 2007 and its effects on the daily life of palestinians ,and according to the stady, « corriene della sera » referred to october 7th where 215 times for every single reference to the israeli closure(seige)(occupation)in 2007.

Also ,the analysis concluded that the term « Alnakba cal.....ty »

That refers into the mass exodus (shift)of palestinians and depriving them of their properties in 1948 )was used with a limited sympathy by the media and semetimes,un a revisionist,doulitful and denial context and « the daily telegraph »is the bess.mentioning media of the word « al-nakba ».

(21times only in texts (articles)without headlines)and most of them in volue the doubt ful context.

---

<sup>37</sup> Astrady analyzing temibthousands of Articles of western meden enter edin enterprises during Gaza Ware Published on November 24th 2025, date of vintion May 2nd, following <http://www.aljazeera.net/me/i/2008/11/24/>

<sup>38</sup> Astudy analyzing tens of thousands of Articles. of wester enterprise during Drago aza war. (The source. Agency) published on Robember 24th, 2025 The date of bit May 2nd, 2026. Available.on. [http //www.aljazeera.net/media/2025/11/24.](http://www.aljazeera.net/media/2025/11/24.)

And according to the research, « the right of isreal » occupation for existence » in western news enterprises was treated as exclusive whereas the presence (existence) of palestinians is conditional.

And the term « terrorism » was the prevailing and repetitive from work so that the mass media can portray for the palestinians ,where as they reduced the harshness of starvation in gaza and « le monde» and « der spigel » and « telegraph » used terms more related to terrorism three(03) times than those related to starvation 69%of « le monde » coverage of gaza published though the perspective of attacks against terrorism .the researchers comment on the findings (results) saying : « describing a whole population as terrorists is one of the strongest form of dehumanizing them .

This latter is only restricted to condemn a certain action ,but it eradicates the humanity of those related to it »

And when covering the isreali attacks ,western media often portrayed these attacks as actions of self-defense and they always used terms like « exact ...rikes »or « directed strike »or « surgical strikes » despite of the martyrdom of thousands of civilians.

\*Study Findings (Results).

The scientific paper concluded with a number of results (findings),the most important ones are :

1. Media freedom in the liberal concept is thing which blends with the foreign policy requirements and its economic and commercial interests.
2. Media freedom is the result of the western media narrative that enhances the idea of western hegemony and precisely americanization.
3. There is no concept of sovereignty in the dictionary of western media unless the western freedom are treated abroad.
4. Bias and defamation in the coverage of western news enterprises became an academic truth through methodic analysis of western media contents .
5. Normalization with injustice and tyranny became a dominant feature inside the western news rooms boxes and embodied the conditions of an enterprise opposed to (hostile) the concepts of « media freedom »and opposed to all media legislations enacted 80 years ago.
6. Media freedom in the west forms international public opinion hostile to it and gratuitous and open media sources that it loses its previously promoted creativity.

### Conclusion :

Although the liberal school in media away from its historical background and its main principles and the troops of its theorists and its contribution to media and press faculties in the world without exception especially in terms of trying a methodological framework of the media researches in the west and other universities and civil and military faculties ,except that the experience and the western media practice resulted in an endless record of ethical failures that attentions were drawn to it since the fifties of the last century based on rectifying of the media and Press between and after the two Wars .

And the image of media freedom in the west. persisted through out the years of the Cold War. and the decade following the nineties hand. almost come to an end or years of democracy evangelism and its tools until the western media returned to produce.

a series of media myths supporting a «Policy of force » **Bush Father** presidency

to the second force presidency of **Trump** and the allies and the news rooms (news boxes). have been coloured with the news of politicians before politics, and the news has become politicized and has disastrously disclaimed from. its enlightening roles which was founded and if there is something to be said or not to be said.

### Bibliography:

#### Dictionaries and glossaries :

1. "The Robert "French dictionary, Paris sejer 2005.

#### Books in Arabic language :

2. Moris Nakhla, Freedoms, El Halabi legal publications.. Beirut, 1999.
3. Sand Hamad supreme Administrative court in the public. Freedom and Human Right .Walid House of moderns. publication 1st edition, 1983.
4. Sabah yacine Media a freedom in collapse Arab network for research and publication. Edition 1 Beirut, 2010 .

5. Amer Mesbah The social persuasion (ints threontiad... back ground its operational mechanisms) directed to media and communication students .office of university publicaties Ben Aknown, Algiers 2005.
6. John pelges :freedom Mex Time Translation of Mohamed Mahmoud Al-Taba Al- ABi Kahe Edition. Saoudi Arabia Kingdom, 2008.
7. Jamal Al-Zarn Arab Media Internationalization. (container and identity awareness).

Edition 1. Safahat House for pubblication and distribution. Syria, 2011.

8. Souleimane Saleh, International Media Al-Falat Library for publication and distribution 1st edition, Kuwait, 2003.
9. Farouk Abu-Zeid fournalistic systems in the Arab World House of the world of Book 1st edition, cairo 1986.
10. Sabah Yacine Media (value system and the Hegemony of power) Arab Network for research and pubblication cation, 1st edition, Beirut, 2006.
11. Stephen inosla behr,roy behr,shanto lyengar), Media game: American politics in the television age,by Macmillan publishing company1993.
12. Abderrahméne Azzi- deontological theory in media pratice, almutawasitiat Publishing House, Tunisia,2016.
13. Robert Schmul, The Responsibilities of Journalism, translated by Alfred Asfour, Jordanian Literature Center.
14. Samah Ferdj Abdelfatah , Bager Al-Nadjar and al Media and formation. of public opiniai and values. construction 1st edition Center of Arab unity studies..... Beirut 2013.
15. David Parscont Mian and Noam Chomsky. Propagands and public opinion (emolques (interviens)... with Noam Chomsky) Translation int Arabis by... Ibrahim hing Yahia Al- chihar Al-Abikane Library, 1st Arabic edition. Saoudi Arabia kuğda, 2004.

• **Scientific Journals (magasines).**

16. Ali Kessaissia ,circumstances of right to formation in the Algerian code (law) Algerian magazine of Communication office university publication 3rd edition 1996.
17. Mohamed Asfour. Charter (Covenant) (Covenant) of Arab Human Right A national and a fateful necessity.democracy and humain Rights in the Arab world center of Arab unity studies. House of Arabi future, 1983.
18. Mohamed Asfour. Charter Covenant I of Anal Human Rights A nationd and and a fateful necessity, Democracy and Human Rights in in the Arab world. Center of Arab Unity studies House of Arabic future, 1983.
19. Nass Eddine Laayadhi- Some assumptions for Studycang Media relationship The Algerian magazine of communication. office of university publication Algiers Edition n 18, 2004.

**Foreign Books :**

20. Jean rock, Andre Poville " Public freedoms " dalloz, 12 ed, 1997.

**Theses and Accademic**

21. Hanouche Hafida « Government web sites as a source. of Information in Algeria (Descriptive analytical study... of Ministerial site sample as a source of information.. fla sample of Journalist » Non-published phs thesis. 3 faculty of Media and Communication Juniversity of Algress 3 faculty of Media Communication Department of Communication 2021.
22. Adel Bahnas, « freedom of Media in the Algerian constitution, its sources and an its practice garantes :.. the Algerian constitutional system », Thisis of Magister Algiers University, Faculty of political sciences and Media, 2008.

**Electronic sites.**

23. Wikipedia « the Concept of persuasion » The date visit January 20th, 2025 available on the following. link: <https://www.google.com/search?> Of.
24. American Pres coverage of Israeli attacks on Gaza

News report, published on Saturday, December 27th, 2008 the date of visit April 28th, 2026 available on the following link <http://www.Islamo today, net / albasheer/artshow>.

25. American Prass coverage of Israeli attacks on Gaza ,News report published on Saturday, December 27 th 2008. The date of visit April 28th, 2026 available. on the following link.. [http://www. Islamo today, het / alba Sheer fartshow](http://www.islamotoday.net/alba-Sheer-fartshow).
26. Astudy analyzing lems of thousands of Articles. 2025 the date. of western enterprise, during braza war. published on November 24th, 2025.. the date of visit May 2nd, 2026 Available on the following lik [httpll www.aljazeera.net/media/2025/11/24](http://www.aljazeera.net/media/2025/11/24).
27. Astudy analyzing tens of thousands of Articles. of wester enterprise during Drago aza war. (The source. Agency) published on Robember 24th, 2025 The date of bit May 2nd, 2026. Available.on. [http //www.aljazeera.net/media/2025/11/24](http://www.aljazeera.net/media/2025/11/24).