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The contents of the editorial in the daily Palestinian newspapers

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Abstract

The study aimed to identify the contents of the editorial in Al-Quds Palestinian newspaper by analyzing its contents in order to identify its issues and topics and their geographical origin, its language, writing style, persuasive methods used, and the extent of its adherence to the technical characteristics. The study is a descriptive research, where the researcher followed the survey studies approach and through it, the content analysis method. The researcher prepared a content analysis form as an instrument of the study. The researcher chose the editorials in Al-Quds newspaper during the period from January 1st 2020 to January 1st 2021. The editorials were randomly selected using the "industrial week" method where the sample of the study was 47 editorials. The study was concluded with a set of results. Foremost, political issues ranked first in editorial with a percentage of 73.61%. Then, military issues with 9.45% followed by social issues with 7.54%. Regarding political issues, the issues of settlement and the annexation plan ranked first with a percentage of 15.09% and the national geographic scope of the issues of the editorial article ranked first with a percentage of 65.22%. The "positive trend" of the editorial article towards the issue it handles ranked first with a percentage of 53.20%. The writing methods of the editorial article varied where the "discussion" method ranked first with a percentage of 31.91% and logical persuasion methods ranked first with a percentage of 61.90%.

Keywords

Newspaper article, Press contents, Palestinian press, Editorial, Al-Quds newspaper

Methodological procedures

Introduction

The newspaper articles of all kinds and styles are highly important as it is an important press materials for newspapers and their editorial bodies because the

press article resonates with the audience of recipients. In addition, the editors and writers of the newspaper articles are the most influential in public opinion because of their maturity, awareness, and high degree of culture and thought.

The newspaper article is the journalistic tool that contributes in interpreting and analyzing the daily events and issues that concern local and international public opinion. Newspaper article directly expresses the writers' opinions about it and it performs this function by explaining, interpreting, and commenting on the current events revealing their various dimensions and implications (Abu-Zeid, 1990).

Among the types of newspaper articles, the editorial article comes in the forefront as it is the main article in the newspaper which has its own method in terms of formulation and it is based on explanation, interpretation, and reliance on logical arguments sometimes and emotional arguments at other times in order to reach one goal, which is to convince the reader.

Considering the editorial article as the newspaper's main tool for expressing itself and clarifying its press policy towards current events and issues in society, this study sought to identify the contents of the editorial article in the Palestinian daily newspapers, specifically Al-Quds newspaper, by analyzing its content and identifying its writing methods, persuasive methods used in it, the extent to which it adheres to the known technical characteristics, and so on.

1.0 Research Problem

Through the follow-up of the articles in the Palestinian daily newspapers, the researcher noticed that there is a difference in the newspapers' interest in this art especially the editorial article that expresses the newspapers' policy and views towards events in the community and its surroundings. Al-Quds newspaper was the only that paid attention to the editorial article and was keen to publish it within a fixed daily periodical. The issues of the editorial article in Al-Quds newspaper varied which aroused the researcher's interest in knowing these issues and the newspaper's position towards them.

The research problem is to identify the contents of the editorial in Al-Quds Palestinian newspaper and the extent of its interest in this art by analyzing its content in order to be aware of its objectives, the nature of its issues and topics, its language, geographical scope, the persuasive methods it used, and the typographical elements used by the newspaper to highlight it.

2.0 Significance of the study

The importance of the study lies in the following:

1. The importance of the editorial in the press as it is relied upon to explain, interpret, and clarify the events and to clarify the position of the editorial board on the surrounding issues. As far as the researcher knows, this study is the first of its kind in Palestine.
2. Press is an important field that requires study and it is directly related to society. The interest in press increases significantly among the public, which makes the study important especially in the local dimension.

3. An attempt to fill the void in the Palestinian library which lacks special studies interested in the contents of the editorials in newspapers.

3.0 Research Questions

The study revolves around a major question: What are the contents of the editorial in Al-Quds Palestinian newspaper?

A number of questions emerged from this question as follows:

1. What is the extent of interest and order of the priorities of the editorial article, its most important topics, its position, and its geographical scope in Al-Quds Palestinian newspaper?
2. What are the objectives of the editorial article and the methods of persuasion used in it in Al-Quds Palestinian newspaper?
3. What is the extent of commitment to the technical characteristics of the editorial article in Al-Quds Palestinian newspaper?
4. What is the location of the editorial article, and the typographical elements used to highlight it in Al-Quds Palestinian newspaper?

4.0 Theoretical Framework

The study is based on the "**Agenda-setting theory**" of priorities, and it was used to answer the study's questions and to explain them by analyzing the content to know the interests of the editorial article in Al-Quds Palestinian newspaper.

5.0 Research type, method, and instrument

5.1 Research type

This study belongs to descriptive research, which study phenomena and situations by collecting and interpreting information in order to provide an accurate picture of the phenomenon (Omar, 1994).

5.2 Research method

The study is based on two methods:

Survey method

Through survey method, the researcher used the content analysis method to provide an objective and organized description of what the editorial article presents in Al-Quds Palestinian newspaper.

Interrelations method

Through it, the researcher used the case study method which aims to provide a description of a case, situation, or group in order to reveal the characteristics of a particular phenomenon by studying the relationship between

the elements of the phenomenon and its components and the factors involved in it, in a specific media framework.

5.3 Research instrument

The researcher used the content analysis form instrument which is based on a group of categories that answer the study questions which are as follows:

Topic category: determines the main issues and ideas in the editorial article. It includes the following sub-categories: political, economical, social, cultural, educational, military, security, and others.

Geographical scope category: the geographical location of the issue addressed in the editorial article in treatment and discussion. It includes the following categories: national, regional, international.

Trend category: a cognitive system that pushes a person to form and build connections and judgments that may be positive or negative towards a particular topic. This category is concerned with identifying the position of the editorial article from the issue it handles and deals with. It includes the following categories: positive, negative, neutral

Methods used category: the methods used to present and explain the idea of the article in order to achieve ends and conclusions of the events. It includes the following sub-categories: analytical method, propaganda method, discussion, brainstorming, providing suggestions, description, criticism, and others.

Persuasive methods category: deals with the methods used to communicate ideas and values. It includes logical persuasive methods including: inference with real events, inference from the opinions of experts and officials, inference with numbers and statistics, building results on premises, refuting viewpoints, and others. It also includes emotional persuasive methods including: rhetorical methods, semantics, superlatives, making general judgments, and other.

Language used category: the language in which the editorial articles were written and the content was presented in. It includes the following categories: Standard language, journalistic (between standard and slang).

The category of technical characteristics of the opening article: It is the technical characteristics on which the opening article is based, and the writer must abide by them, and includes the following categories: writer's stability, title stability, periodical stability, and location stability.

Editorial article technical characteristics category: the technical characteristics on which the editorial article is based and the writer must abide by them. It includes the following categories: writer stability, title stability, patrol stability, and location stability.

Category of editorial article location in the newspaper: the location of the editorial article in the newspaper and it includes the following categories:

first page, internal pages, and last page.

Category of the location of the editorial article on the page: the place of the editorial article on the same page It includes the following categories: top right, top left, center of the page, bottom right, and bottom left.

Typographical elements category: the elements that are used to highlight and distinguish the editorial article from other press materials in the newspaper. It includes the following categories: frames, floors, colors, bold print, and the writer's photo.

6.0 Research population and sample

6.1 Study population

The study population consists of the (4) Palestinian daily newspapers issued in Palestine and namely (Al-Quds, Al-Hayat Al-Jadida, Al-Ayyam, Palestine). Al-Hayat Al-Jadida, Al-Ayyam, and Palestine newspaper were excluded because there was no editorial article in them. The researcher believes that since the editorial article expresses the newspaper's policy towards current events, many newspapers do not want in one way or another to disclose their policy towards them, for considerations that may be specific to each newspaper separately.

6.2 Study sample

6.2.1 Sources sample

The researcher chose a deliberate sample for the study which is Al-Quds Palestinian newspaper as it is the only newspaper interested in publishing an editorial article on a regular basis. Al-Quds newspaper is an independent political daily newspaper speaking in Arabic. It was founded in 1952 by Mahmoud Abu Al-Zulf in Jerusalem. It was the first Palestinian newspaper to be re-published after the defeat of 1967. Al-Quds newspaper is the oldest newspaper in the West Bank and Gaza Strip and is considered the most widely distributed in Palestine. It is issued in regular pieces with eight column widths, and pages range between 24-36 pages per day and may sometimes reach 40 pages. It is an independent private newspaper and it is printed in Al-Quds Arabic print shop (Al-Mazahra, 2012).

6.2.2 Time sample

The study period extends from January 1st, 2020 to January 1st,2021. The sample of articles was chosen in a regular random manner using "industrial week" method so that the first item is chosen randomly, leaving seven numbers, and then choosing the eighth number and so on until the end of the time period. The number of editorial articles that were subject to the study and analysis was 47 editorial articles.

7.0 Validity and stability procedures

7.1 Validity procedures

Validity test is a tool that measures what is to be measured and it is linked to the procedures taken in the analysis such as selecting the sample, setting and defining the categories clearly and accurately, in addition to the degree of stability in the analysis (Hussein, 2006). The researcher defined the categories and units of analysis accurately and clearly and chose the Complete Census in analyzing the vocabulary of the study sample during the study period. The researcher presented the analysis form to a number of arbitrators to ensure its validity for measurement, and its suitability for the research objectives. The proposed modifications were made to it until it became in its final form.

7.2 Stability procedures

The researcher ensured the stability of the results by re-analyzing again and applying the (Holsti) formula based on calculating the reliability coefficient 30 days after the completion of the first analysis. A simple random sample of 15 articles, 31.9% of the study sample, was analyzed. The percentage of agreement between the analytical study and re-analysis at the study website was 93.6% which is considered as a high percentage in media studies.

8.0 Previous studies

1. Dari (2020) aimed to identify what "Daesh" terrorist organization addressed in the editorial article of Al-Nabaa electronic newspaper. The study reached several results and the most notably is the use of religious texts from the Holy Quran and the honorable Hadiths of the Prophet and removing them from their context to use them in justifying the violence they practice. The content of the organization's media message in the editorial article depends on the revival of religious symbols associated with Islamic history, and the emphasis through the media message on the necessity of migration to the Caliphate House in Iraq and the Levant.
2. Alfahdawi (2019) aimed to identify the extent of the importance that newspapers give to the issue of citizenship. The study applied the descriptive approach, and within its context, it applied the method of content analysis. The study reached several results and the most prominent of which are: First, the Iraqi press gave the issue of citizenship an important space in its press articles. Second, The interest of the Iraqi press in the issues of society and the performance of its function of raising awareness and guidance in a way that meets its ambition and achieves social responsibility. Third, the Iraqi press focused on the important issues of citizenship especially the rights of the citizens and the their duties towards the state.

3. Al-Rantisi (2019) aimed to identify the reality of the vertical article in the Palestinian partisan newspapers. This study applied a descriptive research and the instruments were content analysis form and in-depth interview. The study concluded several results and the most prominent of which is the diversity of the topics of the vertical articles while the predominant feature was political with the percentage of 76%. The positive trend of the vertical article came first with a percentage of 53.8%. The journalistic language ranked first in the study newspapers with a percentage of 91.9%.
4. Al-Katari (2018) aimed to identify the trends of opinion pages articles in the Palestinian daily newspapers towards the resistance and its most important issues. The study applied the descriptive approach and data were collected using content analysis form. The study concluded to several results and the most prominent of which are: popularity got a percentage 68% compared to 20.3% for the armed, the predominance of the trend that support opinion pages writers in the study's newspapers with a percentage of 92.2%, the method of praising both types of resistance came at the forefront of emotional methods with 49.3%, and the comparisons method came at the forefront of logical methods with a percentage of 32%.
5. Al-Rantisi (2019) aimed to identify the reality of the analytical article in the daily Palestinian newspapers and its issues, writers, and objectives. The study applied the descriptive research and the instruments were content analysis form and the in-depth interview. The study reached several results while the most important of which are: political issues came first with a percentage of 73.8%, the local geographical origin of the study's newspaper articles came in the first place with a percentage of 30.2% followed by international issues with 28.6%, the political factors came in the first place with a percentage of 34.5%, and in the last place were religious factors with a percentage of 3.4%.
6. Adham (1984) aimed to identify how the editorial article in the Saudi press dealt with the Saudi-Egyptian crisis by studying the content, attitudes, and trends of the editorial article in Okaz newspaper. This study is an analytical descriptive study and the researcher used the content analysis form. The study concluded to several results and the most prominent of which is that the newspaper maintained the editorial on a daily basis throughout the crisis period. The newspaper dealt with the Saudi-Egyptian crisis in general without paying much attention to it as it also touched on issues of concern to both sides without touching on the delicate issues. It turned out that the trends of Okaz newspaper were in favor of containing the crisis between Saudi Arabia and Egypt moving away from the language of escalation and spreading the spirit of division.
7. Al-Azzawi (2010) aimed to identify the topics of the newspaper column in Sabah newspaper. This study belongs to the descriptive research and its data was collected through a content analysis form. The study reached several results

and the most prominent of which are: Al-Sabah newspaper's interest in the art of the newspaper column as none of its numbers devoid of a newspaper column, variety of press columns as fixed columns, weekly, and semi-monthly columns, and variety of its writers. Political topics dominated the Sabah newspaper's columns and ranked first among other types with a percentage of 27% followed by economic topics with 18% then social topics with 9%. The medium column ranked first followed by the short column and finally the long column.

8. Al-Turk (2008) aimed to identify the nature and types of topics covered by press columns. It belongs to the descriptive research and its data was collected through a content analysis form. The study concluded to several results and the most prominent of which are: political topics topped the press columns concerns with a percentage of 44.3%, general interest columns are the most popular among other types with a percentage of 64.4%, and journalistic language was dominant in the vertical articles with a percentage of 89.8%. The study columns focused on the facts method with a percentage of 34.9% followed by the analysis method with a percentage of 22.7%. Columns characteristics stability in the study newspapers came with a percentage of 91.2% while the publication of the study columns at the top right of the page ranked first with a percentage of 57.3%.

9.0 The position and extent of benefit from previous studies

By reviewing previous studies, it becomes clear that the subject of the study is a new subject that is worthy of study. Previous studies were beneficial in defining categories and units of analysis, as well as the instrument used for gathering information and developing the research problem, objectives, and questions. The researcher also benefited from previous studies in methodological aspects as well as in discussing the study results and determining the study theory and knowing how to employ it.

10.0 Analytical study results and their discussion

At the following, we review the discussion of the results of the analytical study on the characteristics and substance of the contents of the editorial in Al-Quds daily newspaper which used the content analysis form, which was prepared based on the objectives and questions of the study. The content analysis was applied to 47 editorial articles in Al-Quds daily newspaper in the study sample during the period from (January 1st , 2020 to January 1st , 2021).

1. Prioritizing the contents of the editorial in the study newspaper.

Newspaper Issue		Al-Quds newspaper	
		Quantity	Percentage %
Political	Palestinian reconciliation	7	13,20
	Elections and political participation	0	0.00
	Jerusalem	2	3,77
	Refugees	0	0.00
	Prisoners	5	9,45
	Settlement and annexation plan	8	15,09
	Negotiations and relations with the occupation	5	9,45
	Israeli affairs	1	1,88
	Arab affairs	3	5,66
	International Affairs	5	9,45
	Others	3	5,65
Total		39	%73,61
Economical	Unemployment and poverty	0	0.00
	Salaries and allowances	0	0.00
	Siege issues	1	1,88
	Market movement	0	0.00
	Crossings	1	1,88
	Others	1	1,88
Total		3	%5,65
Social		4	7,54
Cultural		0	0.00
Healthy		1	1,88
Educational		1	1,88
Military		5	9,45
Legal		0	0,00
A wish		0	0,00
Other		0	0,00
Total		53*¹	%100

The previous results show that the political issues topped the issues of the editorial article with a high percentage of 73,61%. The researcher believes that these results are logical due to the nature of the conditions in which the Palestinian society lives such as the frequency of events, the subjugation of the Palestinian people to the Israeli occupation, and the accompanying political movement whether it was

¹ The number of issues is greater than the number of articles analyzed because one article may include more than one issue.

official to activate negotiations with the occupation or popular to support the Palestinian cause. As for the political issues, the issue of settlement and the annexation plan came first with a percentage of 15.09%, as this year witnessed the announcement of the occupation state to annex large parts of the West Bank with American recognition and cover. The Palestinian reconciliation issue came second with a percentage of 13.20%. The researcher believes that the presence of this issue at this advanced rank reflects the state of the movement that took place on the ground to restore internal Palestinian political relations, arrange the Palestinian internal home, and achieve reconciliation in order to get out of the internal political impasse. Military issues came third with a percentage of 9.45 then social issues with a percentage of 7.54 while cultural and security issues did not get any percentage.

This is consistent with the "agenda-setting theory" which indicated that the media choose issues and topics that they consider to be of interest to the public because "it is difficult for the media to present all issues at once, so those in charge of communication in these media only focus on and highlight the content of the issues they choose among the other issues. As a result, these issues become a priority in their thinking after they are gradually raised (Baran & Davis, 2003).

2. Geographical scope of the issues of the editorial in the study newspaper

Newspaper		Al-Quds newspaper	
		Quantity	Percentage %
National	Gaza strip	15	21,74
	West Bank	25	36,23
	Occupied Jerusalem	4	5,80
	Occupied Territories in 1948	1	1,45
Total		45	65,22
Arabic		5	7,24
Israeli		7	10,14
International		12	17,40
Total		69*²	%100

The national geographical scope of the editorial issues came first in the study newspaper with a percentage of 65.22% followed by the international geographical origin with a percentage of 17.40%. Regarding the national geographic scope, the West Bank ranked first with a percentage of 36.23%. The researcher refers to this result considering that the study newspaper is concerned with issues that occurs within its geographical area as well as its impact on its audience who are interested in local news and topics and accept them more than others. Given the intertwining

² Geographical scopes are greater than the number of articles analyzed because one article may include more than one scope.

of the Palestinian issue, the expansion of its relations, and the influence on many countries of the world, especially the United States of America, many of the editorial articles dealt with international issues, especially the course of the 2020 United States elections and their impact on the Palestinian cause. This is consistent with the "agenda-setting theory" which is concerned with "examining the reciprocal relationship between the media and the masses exposed to these means in determining the priorities of political, economic, and social issues that interest society, and gradually raise people's concerns" (Murad, 2014).

3. Editorial article trend towards the issue covered in the study newspaper

Newspaper	AI-Quds newspaper	
	Quantity	Percentage %
Supporter	25	53,20
opposed	16	34,00
neutral	6	12,80
Total	47	%100

The data of the analytical study indicates that the "positive trend" came first with a percentage of 53.20% followed with a large difference by the opposition trend with a percentage of 34%. This result means that the trend of the editorial article towards the issues it dealt with in AI-Quds newspaper was highly positive.

4. Editorial article writing styles in the study newspaper.

Newspaper	AI-Quds newspaper	
	Quantity	Percentage %
Analytical style	4	8,48
Propaganda style	6	12,80
Discussion	15	31,91
Brainstorming	5	10,62
Providing suggestions	4	8,48
Description	7	14,90
Criticism	6	12,80
Others	0	0,00
Total	47	%100

The data of the analytical study indicate that the "Discussion" style ranked first with a percentage of 31.91% followed by the "Description" style with a percentage of 14.90%. The researcher believes that this result reflects the interest of the editorial articles in AI-Quds newspaper in dealing with ideas and their outcomes from different angles and this is consistent with the nature of the newspaper which attaches importance to discussion and dialogue as it leads to more logical results.

5. Persuasion methods used in editorial article writing in the study newspaper

Newspaper		AI-Quds newspaper	
		Quantity	Percentage %
Logical methods	Inferring with realistic events	25	23,83
	Inferring with opinions of experts and officials	17	16,22
	Inferring with numbers and statistics	7	6,68
	Building results based on introductions	11	10,50
	Refutation of views	4	03,90
	Others	1	0,97
Total		65	61,90
Emotional methods	Rhetorical styles	8	07,61
	Semantic	14	13,32
	Superlatives	4	03,90
	Making general judgments	14	13,32
	Other	0	0.00
Total		40	38.10
Overall		105*³	100

The data of the analytical study indicates that logical persuasion methods ranked first with a percentage of 61.90% followed by emotional persuasion which had a percentage of 38.10%. In logical persuasion methods, the method of "inferring with realistic events" ranked first with a percentage of 23.83%. The researcher believes that the precedence of "inferring with realistic events" method indicates that the editorial board of Al-Quds newspaper supports the idea of the applying editorial article with realistic events which increases the strength and credibility of the content. This, in turn, leads to persuade the readers with the contents of editorial article in the newspaper and also reflects the editorial board's interest in narrating the events and facts that confirm the idea of the article and stir the mind of the public when the idea is linked to past events that the public had previously experienced or heard about. It would also lead to a kind of emotional immunization for the recipient (Makkawi & El-Sayed, 2009). The method of "inferring with opinions of experts and officials" ranked second with a percentage of 16.22% due to the attempt of most of the communicators to support their persuasive messages with opinions attributed to sources other than themselves in order to legitimize the position of the communicator and to show that he agrees with others which, in turn, increases his persuasiveness (Al Saud, 2013). On the other hand, for

³ Persuasion methods are greater than the number of articles analyzed because one article may include more than one method.

emotional methods, the “semantics” and “general judgments” style ranked first with a percentage of 13.32% which indicates the importance of these two methods used by the editorial board when dealing with various issues within the editorial articles. It also showed the interest of the editorial article in employing various emotional methods in order to influence the mind of the reader (Al Saud, 2013).

6. Language used in writing the editorial article in the study newspaper

Newspaper Language	Al-Quds newspaper	
	Quantity	Percentage %
Standard (literary)	0	0.00
Practical (journalistic language)	47	100
Total	47	%100

The data of the analytical study indicates that the journalistic language prevails in the editorial articles of Al-Quds newspaper with 100%. This result explains the editorial board’s reliance on clear language that is neither complicated nor vulgar. Abu-Zeid (1990) confirms that the language of the press article should be in a language that all readers understand in line with their different levels of knowledge. It means that it should be the standard language of the era journalism.

7. Technical characteristics of editorial article in the study newspaper

Newspaper Language		Al-Quds newspaper	
		Quantity	Percentage %
Stability of writer / responsible party	Stable	47	100
	Unstable	0	0.00
Total		47	100
Stability of the title	Stable	47	100
	Unstable	0	0.00
Total		47	100
Stability of periodicity	Stable	47	100
	Unstable	0	0.00
Total		47	100
Stability of the place	Stable	41	87.23
	Unstable	6	12.77
Total		47	100

The analytical data of the study indicates the commitment of the editorial article in Al-Quds newspaper to the technical characteristics of the article with 100% on the level of stability of the responsible party, stability of the title as well as the stability of periodicity while the stability of the place had a percentage of 87.23%.

It should be noted here that the editorial article is the only article that is not signed by its author as it doesn't represent a particular editor but rather represents the opinions of the entire newspaper's editorial board on the contrary of the other newspaper articles which are attributed to their writers (Abdel-Majid & Alamuddin, 2004). The editorial article also has a stable title and another that changes according to the issue it deals with "above it is a stable headline title by which it is known and indicated, and another that may or may not follow it" (Abu-Zeid, 1990). In Al-Quds newspaper, the stable headline title of the editorial article is "Hadeeth Al-Quds" and a title that changes according to the issue it deals with.

As for the stability of the place, the researcher noted that the editorial article in Al-Quds newspaper is published in a fixed place in terms of the page, on the eleventh page, throughout the week except for Saturday. On Saturday, the location of the editorial article changes to the ninth page and it may change according to the nature of the issue. "The editorial fixed daily publication in a visible and fixed place that does not change except in relation to the weekly numbers sometimes or when changing the format of the number for one of the important news reasons" (Adham, 1984).

8. Editorial article location in the study newspaper

Newspaper Location in newspaper	Al-Quds newspaper	
	Quantity	Percentage %
First page	0	0.00
Internal pages	47	100
Last page	0	0.00
Total	47	100 %

The analytical data of the study indicates that the location of the editorial article in Al-Quds newspaper is on the internal pages which had a percentage of 100%. Newspapers publish their editorial articles either on the front or on the internal pages which is flexible. This proposition is consistent with the opinion of Dr. Laila Abdel Majid and Dr. Mahmoud Alam El-Din who defined the editorial as an opinion article that the newspaper publishes on the opinion page and sometimes on the front or an internal page according to the newspaper's tab.

9. Editorial article location on the page in the study newspaper

Newspaper Location on the page	Al-Quds newspaper	
	Quantity	Percentage %
Top right	47	100
Top left	0	0.00
Meddle	0	0.00
Bottom right	0	0.00
Bottom left	0	0.00
Total	47	100 %

The analytical data of the study indicates that the location of the editorial article on the page "top right" ranked first with a percentage of 100%. This result is consistent with the characteristics of the editorial article in terms of stability as the top right of the page is the best location to publish articles because it makes it easy for the reader to access the article without any trouble or effort (Najadat, 2001).

10. Typographical elements used to highlight the editorial article in the study newspaper

Newspaper Typographical elements		Al-Quds newspaper	
		Quantity	Percentage %
Frames	Exist	47	100
	Doesn't exist	0	0.00
Total		47	100 %
Title floors	Exist	47	100
	Doesn't exist	0	0.00
Total		47	100 %
Colors	Exist	0	0.00
	Doesn't exist	47	100
Total		47	100 %
Bold print	Exist	47	100
	Doesn't exist	0	0.00
Total		47	100 %
Writer's photo	Exist	0	0.00
	Doesn't exist	47	100
Total		47	100 %

The analytical data of the study indicates that the typographical elements used to highlight the opening article are "frames", "title floors", and "bold print" with a percentage of 100%. This result the newspaper's commitment to highlight the editorial article consistently which distinguish it from other articles and facilitate the reader's access to it as usual. On the other hand, the "colors" and "writer's photo" did not receive any percentage. The researcher points out that the editorial article in Al-Quds newspaper is not signed with its writer's name but is issued by the editorial board. Therefore, the absence of "writer's photo" is logical.

The researcher believes that the study newspaper focused on highlighting the editorial article fairly well and there is a justification for the absence of the use of colors since the editorial article in Al-Quds newspaper is published on the internal pages in which colors are almost not used because of the high cost and the general trend of paper newspapers.

11.0 Summary of findings and recommendations

11.1 Summary of findings

Political issues ranked first in the editorial articles of Al-Quds newspaper with a percentage of 73.61% followed by military issues with 9.45% and social issues with 7.54%. The national geographical scope of the issues of the editorial article ranked first with a percentage of 65.22% followed by the international geographical scope with a percentage of 17.40%.

The "positive trend" of the editorial article towards the issue it deals with ranked first with a percentage of 53.20% followed with a significant difference by the opposing trend with a percentage of 34%. The methods of writing the editorial article in Al-Quds newspaper varied where the "discussion" style ranked first with a percentage of 31.91% followed by the "description" style with 14.90%. "Propaganda" and "criticism" styles ranked third with a percentage of 12, 80% for both. Then, "brainstorming" with the percentage of 10.62%. "Providing suggestions" and "analytical method" equally ranked last with a percentage of 8.48%.

"Logical persuasion methods" ranked first with a percentage of 61.90% followed by "emotional persuasion methods" with a percentage of 38.10%. The "journalistic language" prevailed in the editorial articles of Al-Quds newspaper with 100%. The editorial article in Al-Quds newspaper adhered to the "technical characteristics" of the article with the percentage of 100% on the level of "stability of the responsible party", "stability of the title", as well as the "stability of the periodicity" while the "stability of the place" had a percentage of 87.23%.

The location of the editorial article on the "internal pages" had 100% and its location on the "top right" of the page ranked first with 100%. The "typographical elements" that is used to highlight the editorial article are "frames", "title floors" and "bold print" with a percentage of 100% while "colors" and "writer's photo" did not have any percentage.

11.2 Recommendations

The study reviews a set of recommendations that emerged from its findings and the most important are:

- The necessity of paying attention to the diversity of issues addressed in the editorial article especially legal issues because of their impact on the Palestinian people's rights as approved by various international conventions. The necessity for the editorial board of Al-Quds newspaper to pay attention to Jerusalem as an issue and geographical scope being the central issue of the nation in general and the Palestinian people in particular as well as to show a positive trend towards issues that concern Palestinian people and affect the Palestinian cause.

- In terms of content, editorial writers should vary the methods of writing of the editorial article, increase attention to the critical method that deals with issues in a more intense and focused manner with proposing realistic solutions to do so, pay attention to logical persuasive methods coupled with evidence and statistics that enrich the idea and increase the chances of being convinced.
- In terms of the technical form, the editorial board should pay more attention to the technical characteristics of the editorial article with regard to publishing it on a specific page and taking in consideration not to publish it on different pages as much as possible. If there is a need to change the place of a press article, the priority in changing should be for press materials other than the editorial article. Maintaining the stability of the editorial article in its designated place on the internal pages and at the top right of the page, as usual, to facilitate readers' access to the editorial article as well as increasing attention to the highlighting methods used in the editorial article such as colors and shading for topics which attract the audience's attention to read and follow.

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