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The Jordanian Media Policy Through King Abdullah's II Ibn Al Hussein Vision of Media

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Supervised by:

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Abstract

This study aimed to identify the interest of His Majesty King Abdullah II Ibn Al Hussein through what is presented in the Jordanian media by the use of the qualitative analysis of the royal vision in order to provide a proposed model for the media strategy in Jordan, according to this vision.

To achieve the objective of the study, the researcher adopted a qualitative, investigating approach of the content of the documents of the Royal Vision interested in media in the period from 7/2/1999 until 1/1/2009. to understand the subject of the study, I have studied all the articles, letters, speeches ,books of reference and interviews conducted with his majesty king Abdullah II ibn Al-Hussein available in the formal website of his majesty and which adopted the intended, comprehensive sample to achieve the objectives of the study.

The main results of the study were as follows:

1. The issues of media which was included in the royal were varied including all local issues concerning the Jordanian society (social, political,

economic, cultural, and moral as well). They also included a claim to stand by the Arab countries.

2. The King urged media to disclose facts and provide accurate information of the issues that serve both citizen and nation in an impartial and objective way. Furthermore, media staff should be marked with fairness and good morals, which keep them out of suspicion, and they should defy the circumstances until they transparently reach the fact.

3. The contours of the media policy ,which were included in the vision of His Majesty King Abdullah II, included the following: (confidence-building policies, media identity-building policies, policies of developing professionalism, media industry development policies, promoting institutional legislations and frameworks, human resources development policies, media ethics policy).

4. the king called on focusing on updating and developing institutional legislations and frameworks that strongly serve the media and moving towards the independence and management of media institutions.

The researcher reached to a number of recommendations as follows:

1. The need to pay attention to media issues and policies on an ongoing basis because media is the mirror of society.

2. Setting schedules and future scenarios to raise level of performance of those working in the Jordanian media by providing training opportunities, raising the level of capacities in the editorial, technical and creative areas and finally keeping pace with the global developments and rapid changes in the areas mentioned.

3. Conducting studies that assess the achievements of the past and the capacities of the present and the potentials of the future regarding media policies.

4. Conducting similar developing studies to reach to a Jordanian media policy that takes into account the royal vision of media.

Keywords: the Royal Vision, Jordanian Media means, the Emirate, Interviews of His Majesty the King, The Media Policy, The Laws of Publishing and Printing.

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