

II

THE AMERICAN MASS MEDIA AND THE PALESTINE PROBLEM

The question asked about this subject was "How did the mass media of your country present the Palestine problem?" This question cannot attain a detailed study of the American mass media. However it can provide a general picture left by the media on the American public.

68 per cent of our sample said that the American mass media was pro-Israeli or pro-Zionist in its presentation of the Palestine problem. None of them, on the other hand, said that the American mass media (AMM) was pro-Arab or took the Arab side. Only 3 per cent said that the AMM presented the problem objectively. 12 per cent of our sample said that the AMM ignored the problem or presented it very poorly. 1 per cent said that the AMM presented the problem as an internal historical conflict. 16 per cent gave no answer to the question. (See Table 4a below.)