

博士学位論文審査要旨

2011年2月17日

論文題目： Framing and Agenda Setting Effects of Al Jazeera Arabic News Channel:
The Effect of Satellite News Channels on Arab Societies
アルジャジーラ放送アラビア語報道局によるフレーミングと議題設定効果の研究
～衛星チャンネルのアラブ社会への影響の視点から～

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要 旨：

重信メイの論文「Framing and Agenda Setting Effects of Al Jazeera Arabic News Channel: The Effect of Satellite News Channels on Arab Societies」(アルジャジーラ放送アラビア語報道局によるフレーミングと議題設定効果の研究～衛星チャンネルのアラブ社会への影響の視点から～)は米国主導のグローバルな情報秩序に対抗するメディアとして注目を浴びるアルジャジーラ衛星放送局 (Al Jazeera Satellite Broadcasting、在カタール・ドーハ、以下、アルジャジーラ) のアラビア語報道を新たな情報環境の起動者として位置付け、その代表的番組をアラブ社会への影響の視点から読み解き、現在の中東世界で起きている社会変化の理解の途を拓こうとしたものである。

本論文は全6章(第1章「研究の基本的枠組」、第2章「アラブ世界におけるマスメディアの発達とその影響」、第3章「新しい中東情報圏とアルジャジーラの意義」、第4章「アルジャジーラのフレーミングと議題設定機能」、第5章「アルジャジーラアラビア語放送の枠組とアラブ社会への影響」、第6章「情報化社会におけるニューメディアの機能」)から構成され、とくに以下の3つの点で学界への貢献に大なるものがある。

第1は、アラブ世界における衛星チャンネルの意義、アルジャジーラ対新興衛星チャンネル、アラブ衛星ニュース局の統計情報、アルジャジーラの経営、広告、収益性に注目し、それらを質的および量的に解明した点である。第2は、アルジャジーラのアラブ語報道番組を対象に、その放送時間、番組編成、出演者、キーワードやトピック、放送内容(取り扱う事件や視点、他の衛星放送との比較等)、視聴形態などのデータを抽出し、定量分析とフレーミング分析によって、アラブ社会への影響を捉えることに成功している点である。第3は、同放送がその西欧的言論・表現の自由の姿勢によってアラブ世界に衝撃を与えたと同時に、旧来的な米国主導の情報覇権主義に異議を唱え実践していることを番組内容とその受容形態の分析を通して立証した点である。

アルジャジーラの論評は世界的に少なくはないが、それらの大半は政治的時事評論の域を超えず、日本で発表されたアラビア語放送を対象とした社会学的研究としては本論文をもって嚆矢とする。また、本論文はアラブ・イスラム社会と欧米とのコミュニケーションギャップ、パーセプションギャップを解明し、『文明の衝突』への対話の糸口をも提供している。論文の構成、論旨、

検証のプロセス、結論の有意性等においても十分説得的である。

以上によって、本論文は、博士（メディア学）（同志社大学）の学位論文として十分な価値を有するものと認められる。

総合試験結果の要旨

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要 旨:

掲題論文について、筆者の重信メイに対して、2011年2月17日午後5時30分から7時まで90分にわたり、総合試験を行った。筆者は専門分野に関する深い知識を有し、審査委員の質問に対して必要かつ十分な回答をすることができた。また英語およびアラビア語についても本人が大学院修士課程まで中東地域で教育を受けていたこともあり、すぐれた語学能力を示した。

よって、総合試験の結果は合格であることを認める。

博士學位論文要旨

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Channel: The Effect of Satellite News Channels on Arab Societies
アルジャジーラ放送アラビア語報道局によるフレーミングと議題設定効果の
研究～衛星チャンネルのアラブ社会への影響の視点から～

氏名： 重信 メイ

要旨：

The Arab satellite media landscape has changed dramatically in less than two decades; it has currently become a booming environment constantly developing, growing, and introducing new players and political narratives. Satellite televisions such as Al Jazeera has had a large impact on information availability in Arab societies and left its print on how Arabic media operate and broadcast its news programs. The question is what kind of impact it is having and on what domains.

The purpose of this research is to study the realm of social and political impact satellite news televisions, such as Al Jazeera, have on Arab societies. This research uses the contextualized approach to form the narrative of the Arab mass media development and the political landscapes that accompanied it, and to put the latest developments in mass media; the introduction of satellite news broadcasting and its impact, into context. Though not the first, Al Jazeera Arabic News channel was among the first satellite televisions that appeared in the Arab media landscape. The understanding of the historical context in which satellite televisions appeared clarifies the reason why Arab public quickly embraced the new media. Media messages and information from privately managed transnational sources were attractive enough for the Arab audience, so when Al Jazeera appeared with its unique coverage; allowing blunt criticism of Arab governments and providing exclusive or extensive coverage of Arab issues in line with Arab sentiments towards them such as the Arab - Israeli conflict, Iraq, corruption, undemocratic Arab regimes, and even shedding light on inter-Arab conflicts, the Arab audience was quick to embrace it as the first and most trusted source of news. Statistics show that, even after 14 years and despite the exponential expansion in the number of Arabic satellite channels in the Arab media landscape, Al Jazeera maintains its place as the

most-viewed first source of information in all Arab countries (Saad, 2002; Burkholder, 2002; Rheault, 2007).

This research also tries to unravel the nature, the political, and the financial limitations, and subsequently the influential factors that shape the nature of the messages and programs on Al Jazeera Arabic News channel. The continuous popularity of Al Jazeera makes it and its news content significant and worth studying in any attempt to understand its impact on its Arab audience, and in any endeavor to examine the effects of Arab satellite news televisions on Arab societies. Therefore, this research examines the *Frames* employed and the *Agendas* set by Al Jazeera Arabic news channel through surveying the topics tackled on its three flagship political talk shows; “Al Ittijahil Muaáakes” (Opposite Direction), “Bila Hudud” (No Limits), “Akthar Min Ra’i” (More than One Opinion) and examining the kinds of guests that are called upon to discuss these topics, thus framing the argument and shaping the public political discourse. The survey also examines the correlation between significant events in the Arab region and the topic choices made for the three political talk shows. This research also studies the *Frames* in which many social and political issues are presented and made significant through examining and contextualizing a sample of the channel’s several slogans and political coverage campaigns. Finally, this research examines the reciprocal influence between mass media such as Al Jazeera, and the newly emerging social networking media; and how/if they are both attributing to the liberation of the media environment as a whole.

This research has found that despite the various impacts Al Jazeera Arabic news channel and other privately owned satellite televisions may have on their Arab audience and the Arab public sphere, their true influence lie in the dynamic interplay between the mass media and the political and cultural environment in which that media is found, and the messages they emit. Frames and Agendas on Al Jazeera were either (a) “New” and unfamiliar to its audiences; therefore playing a role in introducing new perspectives and discourses that affect the social fabric, such as by tackling sexuality, ethnic minority issues, and other “taboos”, or were (b) “Old” and conformed with/ confirmed the pre-existing understanding of key issues in the region, such as in the case of the “Palestinian suffering under the Israeli occupation”, and “the aggression and brutality of Israeli attacks on Lebanon”, on which there is a consensus. The research also found that while Al Jazeera Arabic news channel clearly prioritizes certain issues over others and at times focuses the audiences’ attention in certain directions whereby in effect setting the *agenda* for the Arab public, the

driving force behind its constant popularity is the fact that the *frames* in which it presents these issues tend to resonate with the majority of Arabs' sentiments; the discontent with social, economic, and political underdevelopment caused by corrupt systems and regimes, the anger at the way the Arab-Israeli issue is being handled by the international community and the Arab regimes. Most issues in the Arab world can be boiled down to these two problems, but they are also precisely the two issues that governmental or loyalist media avoid discussing. Another finding was that Al Jazeera Arabic's three political programs hosted more specialists than politicians on their programs. This finding was significant because political narrative and discourse in the Arab world had previously been steered by politicians' and religious leaders' rhetoric, whereas with the introduction of political talk shows a new category of opinion leaders has been developed. Journalists, scholars, researchers, analysts and writers could previously reach a very few elite in Arab societies, thus having a very small impact on Arab public opinion; however, with their opinions becoming a common source of information and understanding of issues on the satellite media, their opinions and analysis is being shared and perhaps even adopted by the Arab audience. And in a highly politicized society such as the Arab society, this kind of change may prove to be a key factor in future shifts in the Arab society as a whole.

Al Jazeera can be credited for its role in connecting the Western world with the Arab world, and in allowing a new direction in the flow of information –from East to West- where there has long been an imbalance in the flow and amount of information between the developed and the developing worlds. Through its sufficient funding and compatible professionalism in world news coverage, especially in crisis areas, Al Jazeera managed to gain curiosity of and access to the Western audience. After the 9-11 attacks on the US and the US invasions of Afghanistan and Iraq, Al Jazeera became a household name even in non-Arab societies, which in turn allowed for a new voice, even if faint, to be heard. The more significant role Al Jazeera is playing is in widening the scope of political and social expressions in Arab societies as well as developing a more informed and opinionated audience in the Arab world.

Satellite television broadcasting has created a pluralistic media landscape and an abundance of information; however, this has not been able to result in a similar level of development in press freedom, social and political development, and in the elimination of governments' censorship practices, nor has it been able to diminish the rift between the "West" and the Arab world. Through being informed, Arab

societies have grown more suspicious of Western governments and now have a less perfect picture of their societies. The American dream is less a dream and more a similar reality of power politics; Europe less the human rights savior and more a xenophobic society in which more and more Muslim communities are cornered for their religious practices and beliefs. These newly painted grim images of the West has not helped in creating bridges, but rather suspicions among the Arab audience.

Even though Al Jazeera Arabic news channel has encouraged political narratives that call for political reform and change in government censorship and monopoly over information, but this has not resulted in concrete action by its audience – the Arab populous- to demand for more political transparency, government credibility, and loosening up of old anti-liberal regulations. This could be attributed to the fact that public platforms, such as Al Jazeera that seemingly expressed and resonated the discontent of the Arab public towards their social, economic and political situation, has acted as an instrument to vent popular anger and mistrust of governments, instead of leading to creating new leaders and mobilizing the public anger towards change. Arguably, the media's main responsibility matures at acting as a watchdog in its society, but the lack of social response and mobilization as a result of consuming information in a completely novel media landscape calls for a new approach in studying media effects.