

The study focuses on two main periods: pre-exposure to Arab mass media; and post-exposure to Arab mass media. It tests three things:

- a) Whether any change occurred in the attitudes of Americans who live in Lebanon.
- b) The magnitude and direction of the change, i.e. favorable or unfavorable to the issue at stake.
- c) What brought about the change, i.e. the causes of change in attitudes.

Point "c" is the central point of the study. We assume that any change in attitudes is due to exposure to the Arab point of view.

The two major means of exposure are: a) mass media; b) personal contact or personal relationships.

We want to find out how effective each of the two means is, and which is the more effective of the two.

Another aim of the study is to test some notions which are generally accepted by some or all of the parties concerned with the Palestine problem. These notions are:

- a) The relationship between the Church and the Zionist cause.