

- (2) Appealing to morality. The mass media appeals to certain moralistic values of the American public. For instance, the Americans are for the "underdog," so the AMM presents Israel as the poor, defenseless, persecuted country whose population is threatened with being driven into the sea.
- (3) The AMM stresses that Israel is part of the "civilized" world, while its enemies are part of the "uncivilized" world. The AMM also tries to depict the achievements of Israel as a manifestation of the glory of Western civilization.
- (4) The AMM deliberately ignores the existence of the Palestine problem and presents the problem as an Arab-Israeli conflict. This technique helps in erasing many facts and rights like the displacement of the Palestinian people, the problem of refugees, etc.
- (5) The AMM turns to a direct method by supporting and representing the Israeli point of view and attacking the Arabs as "irrational," "people who lack valid arguments," "dreamers," and "threatening."

It is worth mentioning that only 15 per cent of our sample believed that the picture drawn by the AMM was true. On the other hand, 31 per cent believed the picture was incomplete; 23 per cent believed it was misleading, and 11