

THE TREATMENT OF JORDANIAN DAILY PRESS TO THE ISSUES OF POVERTY: AN ANALYTICAL STUDY

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ABSTRACT

The problem of poverty has a number of reasons: these reasons are either simple or compound. They are caused by economic, political, social, cultural and many others factors. The main factor could be the absence of the issue of poverty before the makers of Developmental decision. Indeed, this is what probably makes the issue of poverty on the scale of overall social development priorities. Anyway, the importance of the different means of communication comes from being effective institutions in contributing and providing developmental programs with sufficient information about the causes of poverty and its treatment. In addition, they play a big role in monitoring government's work in all communities in order to reduce poverty. This study came as an attempt to explore the extent to which the Jordanian daily press is concerned about poverty issues, such as prices boom, low wages of workers and unemployment. Moreover, it explores how much space it provides to write about the needs of the poor and their problems. This was achieved via analyzing the content of the press coverage of Alrai newspaper to the issue of poverty in the study period 2015. The study adopted the quantitative approach through using content analysis technique. A sample has been selected consisting of two industrial weeks in 2015 from the coverage provided by the Jordan's Alrai newspaper. Finally, the study found that Jordan press expressed great concern about the issues of poverty, and prioritized and allocated a prominent places to the texts related to them, as the coverage of the topics on the issue of poverty took often the top of pages with a ratio of 70.4% of this coverage.

Keywords-:Press Coverage, Poverty Issues, Content Analysis, Alrai newspaper

INTRODUCTION

Different means of communication occupy the pride of place between the institutions of the society, both in developed and developing countries. In fact, this is due to the size of information they provide about all walks of life: the political, the social, the economic and others. Therefore, the means of communication have an important role in shaping public opinion towards issues and problems related to people's interests and have an important role in contributing to the formation of our knowledge about the world around us. Anyway, one of the weaknesses taken against the means of communication, in general and the press in particular, is that they address such issues after being imposed on and therefore strongly rampant in the communities(Hanafi, 2009:207). Therefore, the role of the press and its importance is increasing in developing societies, especially in the march of modern development, where the press task is no longer limited to providing news, views and information, or even interpretation and analysis, as it has become a key role in addressing national issues and problems in the community. This comes through its ability to shape and guide the public opinion and, its ability in drafting the agenda of the masses concerns and its significant and influential role in shaping decisions in general (Hanafi, 2009:197).

Accordingly, this study attempts to identify the extent to which Jordanian daily press is paying attention to poverty issues and other problems related to poverty. In addition, this study attempts to shed some light on whether Jordanian daily press pays enough attention to the issues of poverty, high prices, low wages, the widespread of unemployment, and whether the press allocates a corner or space to write about poor people, their problems and needs. More importantly, this study attempts to monitor the most important issues addressed by the press through analyzing the content of *al-ra'i* newspaper topics related to poverty during the studied period in 2015. Moreover, this study will attempt to reveal whether the press serves the need of poor families through press coverage which is represented here by the investigations and news that address their lives and their daily sufferings in a way that contributes to solve the issues of poverty and to find solutions to the problems of the poor, or to propose methods of treatment to the concerned agencies. Furthermore, this study attempts to identify the role that the means of communication (print media) in economic development, particularly in reducing the problem of poverty and to act as a developmental institution that is able to contribute to activate methods of questioning government, and to use resources more effectively by promoting transparency and accountability in the public and private sectors. To achieve these objectives, the researcher analyzed the contents of the press coverage related to these issues in *al-ra'i* newspaper during the time determined for this study which is the year (2015). Indeed, this period could be considered long enough with regards to journalistic writings to be in a stable condition i.e. not directly affected by the occurrence of a specific event, and at the same time, because journalistic writings in this period of time pass through many occasions and events related to the research topic, in the sense that the press writes about it in a more balanced and clear way. Eventually, this point is considered a key factor in choosing this study to learn more about the way Jordanian daily press treats or addresses such important matters.

Libraries of Arab and foreign media are rich with studies on poverty and the poor, where this issue takes special concern, especially in the agenda of the United Nations and all countries of the world, because it and the issue of human rights and the environment take the priorities that frequently discussed and debated at a global level, as well as the case in the Arab countries. According to the researcher review of precious literature related to the issue of poverty, academic analytical studies conducted on the Jordanian press concerned about analyzing the content of the press coverage of the *Al-ra'i* newspaper to this date (2015) are very rare. However, the researcher has found some previous studies related indirectly to this study

REVIEW OF RELATED LITERATURE

El-Hamidi (2003) conducted a study entitled (poverty and the supply of female labour, evidence from Egypt) The study aimed to identify the extent of providing employment for women in the various levels of poverty in the Egyptian society compared to the situation in the Middle East and Africa. The study found that women suffer from inequality at work, especially those with low and middle socioeconomic levels. (El-Hamidi, 2003)

Butler (2007) conducted a study *Portraying Poverty in the News*. The researcher used the descriptive approach and content analysis. He applied it to a regular sample of poor adults, men and women, whites and blacks living in North America. The study found out that many of the poor people in North America who are below the poverty line are without media coverage and that there are not enough articles that speak for those below the poverty line. In addition, it was found that newspapers coverage for individual issues and problems are very few and do not live up to the vast size and clearly passive. However, the study indicated that to avoid the political embarrassment, the press avoids the exposure to the problems of

poverty. More importantly, the researcher found no obvious reasons why the major issues of poverty do not get the press attention which is mostly because they oppose the taste of the elite of readers and owners of social preferment(Butler, 2007)

Jazi (2007) implemented a study entitled the social problems of poor women in Saudi society. The study aimed to identify the dimensions of poverty and its indicators related to women in Saudi society. The study used the descriptive analytical approach. It concluded that the most important indicators of poverty on the shoulders of Saudi women is the increasing number of women who benefit from the social security pensions, and that the most prominent effects of poverty is family disintegration which represented by family violence, divorce, and the increasing number of women's issues within the courts of justice.(Aljazi, 2007)

Another study conducted by Inam Abdul Jawad Study (2008). The study is entitled "The policies of facing women's poverty - small enterprise model". The study aimed to explore and assess the role of small businesses in facing and reducing poverty among rural women . The study found that women who are involved in small projects are from large families, and that the more the capital increases. The more they turnout on project because of fear of not being able to fulfill it (Anaam, 2008)

Anthea et. Al. (2008) have conducted another study that aimed to examine the relationship between the UK media and public ideas of poverty. She pointed to the fact that although Although public attitudes cannot be attributed to the influence of mass media, it is important to acknowledge the media's pivotal role in responding to and reinforcing public ideas about poverty. The research aimed to compare the different ways of representations of poverty across various contemporary UK media. In addition, this study aimed to Determine the main factors and considerations that influence those involved in producing media coverage of poverty and to determine examples of effective practices in communicating poverty with the public in in order to derive transferable lessons from them. Furthermore, the study attempted to understand how different UK media representations of poverty is related to the public's understanding of poverty issues, and the differences between the responses of the different groups. The results of this study showed that the causes and consequences of poverty were rarely explored, Non-news broadcasts barely mentioned poverty. In addition it showed that In news media, poverty in developing countries received as much coverage as poverty in the UK, but reported differently and that the campaigning sector participates to keeping UK poverty across the news. Finally, it showed that the Audiences tend to interpret different representations of poverty and its causes according to their beliefs and understandings. The researchers concluded that if media coverage could challenge different misperceptions of poverty in the UK, it could prove an effective means of bringing public support for anti-poverty initiatives(Anthea et al., 2008)

Fred, et. al 2009 conducted a study entitled "poverty in the media: Being seen and getting heard". The researchers used the descriptive approach and the method of content analysis, where they conducted personal interviews with a systematic sample of ordinary employees from the third sector companies and some workers in the British media numbered 148. The researchers found several results. Of these results: The traditional press and the media in general has little experience in covering the problem of poverty in everyday life. In addition, thy found that the third-sector organizations play an important role in communications and the study of the issues of poverty through media interviews with poor people. Moreover, new media offers more opportunities than the old press and media in exposing the problems of poverty and listening to the poor. However, the most important thing was that the media in general needs to intensify contacts with the poor category and enable them to produce and publish articles about their lives, and this may create the awareness about the problem among

the community members and avoid the division of people by economic circumstances.(Fred et al., 2009)

Hanafi (2009) explored the Role of the Egyptian press in tackling poverty and poor in Upper Egypt. His study was in content and based contact. The study aimed to monitor and analyze the role of the Egyptian press in the treatment of the poor issues in Upper Egypt. In addition, it aimed to identify the newspapers trends in dealing with the issues of the poor people in the level, characteristics and objectives of such treatment and the detection of the most important issues that take the largest attention by the Egyptian press . The study found several conclusions, including: the weakness of the press content about poverty and the poor in Upper Egypt in the *newspapers and* that the issues of intensifying the media on the issues of poverty level increases by the increase of government attention to the treatment of those issues.(Hanafi, 2009)

Baumgartner and Rose (2013) conducted a study titled "Framing the Poor: Media Coverage and U.S. Poverty Policy, 1960–2008". According to researchers, public policy toward poor people has shifted from an initial optimism to an ever-increasing pessimism during the War on Poverty. The authors claimed that Media discussions of poverty issues have shifted from arguments which focus on the structural causes of poverty issues or the social costs of large numbers of poor people to the portrayals of the poor as cheaters and of welfare programs doing more harm than any good. As these frames have shifted, policies have followed. The researchers demonstrated such policy trends with new indicators to the depth of poverty, the generosity of government responses, and media framing of the poor people for the period 1960–2008. They presented a simple statistical approach to explain poverty spending by the severity of the problem, gross domestic product, and media coverage. They then created a measure of the relative generosity of the U.S. government policy towards the poor and showed that it is highly related to the content of newspapers stories and that the portrayal of the poor as either being deserving or lazy drives public policy.(Baumgartner et. el, 2013)

Caplan and Purser(2017) have conducted a study titled " The Experience of Poverty: A Thematic Analysis of Social Media.". This study aimed to better understand how members of major online social media forums interpret and share their own experiences of poverty and economic survival strategies. The research questions that guided this research were: 1) What are common experiences shared by individuals who identify as having been poor? 2) What is unique about the purchases and economic choices made by individuals who identify as having been poor? The data for such thematic analysis was obtained from an online forum discussion thread, which was titled: “What do insanely poor people buy that ordinary people know nothing about?” Published anonymously in January of 2015 on the social media site, “AskReddit”, the question solicited over 21,000 comments. The researchers have constructed a dataset for the most popular 25 comment threads, that contained 12,233 comments. Then the data were evaluated for relevance to the question of the study, ending up in a final sample of 1,495 comments. After that data were coded through an inductive thematic analysis method using NVivo 10 software. the researcher found out that the most common experiences related to poverty issues among posters were: parental and personal sacrifice, generosity and resulting gratitude, economic survival strategies learned as a poor child continue through adulthood, and the salience of identity formation vis-à-vis poverty. The unique economic choices of the informants was centered on the abilities to acquire resources in different creative and unorthodox ways, the dilemma between quality and price, the conservation and care of resources and the sheer difficulty and environmental barriers faced the time making economic choices. The study concluded that while narrative accounts of poverty issues mainly focus on people who live currently in poverty, this study provides a synthesis of reflective picturs of internet users who have been poor and no longer poor. This

understanding of the lived experience of poverty, in addition to the strategies used to deal with poverty, is critical in the field of social work, as poverty intersects with our field in myriad ways. According to the researcher, methodologically, this project broke new basis by using social media as AskReddit to understand the lived experience of poverty (Caplan et al., 2017).

STATEMENT OF THE PROBLEM

All governments in all countries of the world are seeking to develop programs that contribute to the reduction of poverty and unemployment in order to alleviate the suffering of the citizens. Indeed, all government agencies in the world try to highlight the issue of poverty and unemployment and to develop or propose solutions to ease the suffering of people in all countries of the world. Therefore, the problem of this study is to identify the role played by the Daily Press of Jordan (Alrai newspaper as a model), in covering poverty in the Hashemite Kingdom of Jordan. This will be through the analysis of the content of the press coverage introduced by Alrai newspaper in the year 2015, as well as highlighting important issues such as poverty in one of Arab Gulf states to reveal the extent to which the daily press has focused on important social issues that affect the interests and lives of all people. However, the problem of this study was divided into several questions that will be detailed later in the folds of this study.

THE SIGNIFICANCE OF THE STUDY

The identification of daily issues that touch the citizens is crucial, because it uncovers to the concerned bodies the glitches, as a first step, which enable them to develop appropriate solutions. The other thing which is important is related to the press which is the extent to which the press succeeds in showing social issues, and submitting suggestions for such issues as in poverty. This is because the press is a mirror for the society, and reflects what people, thinkers and journalists think or write. The analysis included all aspects of press arts that Alrai handled with regards to poverty issues. Therefore, the importance of this study stems from being addressing daily important issues that touch the citizen and it is represented by how much the press has succeeded in showing social issues such as the issue of poverty and the extent of attention given by Alrai newspaper to this issue during the study period. In fact, the following points are to justify the reasons behind conducting this study:

1. Providing a new scientific study in the field of journalism in Jordan due to the lack of any previous studies that addressed the issue of poverty in the Jordanian daily newspapers.
2. Shedding lights on the role of the Jordanian press in the detection of poverty places, its causes and trying to find suggestions before officials to assist in addressing issues related to poverty.

THE OBJECTIVES OF THE STUDY

This study aims to explore the daily press coverage of issues related to poverty through an analytical investigations to these issues in the year 2015, as it is covered and published in Alrai newspaper (model) of the Jordanian press. It also aims to identify the direction of the press coverage toward the problem of poverty, as it was introduced by the Jordanian press (alra' newspaper), this will be achieved through analyzing the content of its coverage to the issues related to poverty, which will include all press forms in the period specified by this study. Anyway, the main objectives of this study can be summarized by the following:

1. Finding out the issues that attracted the attention of the Jordanian daily press (Alrai newspaper) during their coverage of the issue about poverty in the study period (2015)
2. Finding out the Jordanian daily press positions on the issue of poverty as presented in the coverage of (Alrai newspaper) in the study period.
3. Knowing the press forms introduced by the Jordanian daily press (Alrai newspaper) about the issue of poverty in the study period.
4. Knowing the extent of attention given by the Jordanian daily press (Alrai newspaper) to the issues of poverty during the study period.

QUESTIONS OF THE STUDY

The study seeks to answer the following questions:

1. What are the issues that attracted the attention of the Jordanian daily press (Alrai newspaper opinion) while covering the issue of poverty in the study period (2015)?
2. What is the position of the Jordanian daily press (Alrai newspaper) on the issue of poverty in the study period?
3. What are the journalistic forms used by the Jordanian daily press (Alrai newspaper) to address the issue of poverty in the study period?
4. How much attention has been paid by the Jordanian daily press (Alrai newspaper) to the issues of poverty during the study period ?

THE STUDY HYPOTHESES

Based on the rationale of the study and its questions, many hypotheses have been raised:

1. Issues related to higher prices and their governance gained the highest attention by Alrai newspaper
2. The position of the Alrai newspaper on the issue of poverty is positive during their daily coverage.
3. Alrai newspaper primarily used reports during their coverage of the issue of poverty.
4. Alrai newspaper showed great attention to poverty issues

STUDY APPROACH

This is a quantitative study that is concerned about imminent phenomena in the societies, including the phenomenon of poverty which we found that the best approach to investigate how it is handled by the press lies in the use of content analysis methodology; because it is the most expressive way of unveiling how Alrai newspaper handles and addresses the description of the issue of poverty. In fact content analysis means : "a group of techniques used in studying and analyzing the various texts of the media " (Awzi, 1993)

The aim of this approach is to describe reality as it is, in order to reach conclusions that contribute to better understand this reality(Obaidat et al., 2012). Anyway a random sample has been selected from the daily press coverage provided by the Alrai newspaper . This was implemented through analyzing the press coverage on poverty in fourteen volumes of Alrai daily newspaper in 2015.

CONTENT ANALYSIS

Content analysis: Researchers in media studies seek to use content analysis due to its compatibility with the nature of Media Studies, especially the press, because of the pros and benefits reflected on the academic studies that adopt it, as a methodology, in conducting a research. These benefits and pros enjoyed by content analysis have been addressed by many scientists and specialists who clarified them in their studies.

After reviewing literature related to methodologies in media research, and content analysis approach in particular; it was found that content analysis has received a greater attention from researchers who defined it in different ways. Hansen(1998) defined it as: a method that offers a range of signals about qualitative and quantitative analysis of the content of the media in an organized and comprehensive manner that is reliable enough and unarguable. Holsta (1969) defined it by saying that it is a technology to make objective and organized conclusions in determining the specific characteristics of messages. However the definition introduced by (Barlsson, 1980) for the analysis of the content remains the most common and famous definition. He defined it as "the systematic objective and quantitative description for the apparent content of the media". Indeed. This definitions for the content analysis will be adopted in this study.

The Units of Content Analysis

Hansen et al. (1998) believe that: "It is very necessary to determine clearly what we want to find out," this is because content analysis requires identifying categories and units that we will deal with in the study clearly as well as defining it in a way related to the problem of the study, so that the researcher can calculate it and consequently be able to reach accurate and consistent results, whether these units and categories are independent words, sentences, paragraphs, news program or a full story. The division of the contents to: units and categories, or specific elements helps examine each item or category to calculate its own repetition to prove the proportion of the ratio of the presence if an idea, a person, a word or a meaning. This is because the division of any text subjected to analysis must be made according to the main goals of the research. Richard et al. (1992) thinks that there are some criteria to be provided in the units of analysis in order to achieve the set up goal, and these criteria are:

1. To be large enough to be meaningful.
2. To be so small that it does not include more than one meaning.
3. It is easily identified.
4. The final number of units to be set is possibly verifiable. (Richard et al.,1992)

The researcher used in this study the text unit (Media Unit) or news reporting story, whether a story, an article or a cartoon about poverty, to analyze the press coverage published in the volumes issued by the newspaper in the given period of this research and concerned about the issue of poverty, that which the researcher has found it to be analyzable to serve the purpose of the study. These stories counted to Seventy-four spreading over the population of the study which was identified by the sample selected in the specified period of the study. Then the researcher has allocated a special table for each classification to shows their percentages and frequencies

Categories of Analysis

Categories of analysis are groups of classifications prepared by the researcher, in accordance with the content being analyzed, and the goal sought to be achieved from the analysis, in a

way that the facilitate the possibility of analysis and to extract results. Successful content analysis of the various means of communication depends on the process of selecting the categories of analysis in a clear and precise manner, and the application of these categories of the content and the objectives of the study. The content for analysis in this study was divided into two categories, namely "what was said" and the category "how it was said".

Every category includes the news stories that address the issue of poverty in the Jordanian daily press. The study also depended on calculating the number of frequencies of appearance of these stories in the media material which is studied numerically, as a measure to the size of the concern of Alrai newspaper in the issue of poverty.

The category "What was said"

It means what are the topics covered by Alrai newspaper on the issue of poverty, and What is the direction of these topics. This category has been split into two parts, namely:

Subject category

The researcher has organized press coverage of the media material studied into several dimensions (topics) based on the relationships between them. The researcher will detail them and mention what each dimension includes in special tables, and these dimensions are:

1. Rising prices and its governance.
2. Job security (salaries wages and employment).
3. Health insurance for citizens.
4. Establishment of developmental projects.

The category of Direction (position)

The category of direction or the position of the Jordanian daily press (Alrai newspaper), comprises all sentences that addressed the issue of poverty, either in a positive or a negative way, and will not include those paragraphs that were neutral because they do not express a clear position.

1. The positive press coverage direction category: Includes the coverage that addressed the issue of poverty in a positive way in the study period.
2. The negative press coverage direction category: Includes the coverage that addressed the issue of poverty in a negative way in the study period.

Category of "How it was said"

This category (How it was said) means the way Alrai newspaper presented poverty issues during its coverage in the study period, and what are the journalistic forms which introduced the material. The newspaper has provided a total of seventy-four story about poverty related issues in the period specified for this study. This category "how it was said" were divided into:

1. journalist forms (arts of journalist editorial), which presented the press coverage.
2. Site category in the newspaper: top or bottom of the page.
3. page number category: the first page or the back of the page or an internal page.
4. the way of presenting the story category, and was is presented accompanied with a picture or not?

Terminology of the Study

The following terms will carry the same meanings when they are mentioned in the study, even when some of them can accommodate to what is greater.

1. Coverage: coverage means, the way Alrai newspaper addressed the issue of poverty, including all the stories published by the newspaper in the study period.
2. Jordan Press: means the Jordanian daily press which is represented and confined in this study to Alrai newspaper
3. News story, means the press text or (Media Unit), which would be mentioned in the press coverage related to poverty and its causes
4. Direction: is the path of the opinion between two different poles, accepting and rejecting, contradictory and appropriate, supporting and opposite whether being a positive or a negative opinion, which means the readiness to respond to a specific stimulus with specific reactions, where we can judge things as good or bad(Smaism, 2005).

The population of the Study

All volumes issued by Alrai newspaper in the period between 1/1 / 2015-31 / 12/2015, were considered as the population of the study. It has a total of 365 volumes. The researcher analyzed the contents of Alrai newspaper coverage during this period. The researcher chose Alrai newspaper to be a representative sample for the Jordanian daily press . By analyzing the coverage of this newspaper, in the period covered by the study, the researcher found a total of seventy-four newsworthy story about issues related to poverty that spread over several dimension which will be displayed and shown in the subsequent tables

The Study Sample

Researcher adopted the survey method for the sample instead of the comprehensive survey of all the elements of the population of the study. This was to achieve a number of benefits including: reducing the cost , shortening the time and effort and for quick and more accurate results(Olyan and Othman, 2004). Even if the population of the study was small, and can be fully analyzed , this does not mean that the results will be better than the results produced by the analysis of the study sample, and therefore a sample was selected to represent the population of the study.

Obaidat et al.(2005) indicate that there is no need to examine the whole population of the study as the sample chosen by a researcher is able to achieve the objectives of his studies. In fact the health of the analysis depends on the extent of accuracy in the selection of the sample, which should represent the whole population of the study. Furthermore, the choice of a representative sample for the population of the study does not reduce the accuracy of the results. Mahjoub (2005) also thinks that the researcher cannot cover the entire elements of the study population; because this needs a great effort, cost and time consuming. For this, the researcher did his best to have a sample that rightly represents the whole population in order to study , analyze and generalize the results over the whole population of the study

Anyway, the total number of sample was 14 volumes from Alrai newspaper (two industrial weeks), with a total stories of seventy four stories published by Alrai newspaper in the study period , which was distributed on weekdays in a way that covered all days of the week from Sunday to Saturday

After the distribution of the population of the study (365 volumes), over the sample size of (14, elements), it was found that there is 26 day difference between each sample and the other,. The sample has been distributed on weekdays in the same way, where the researcher chose the first Sunday of the first week of the first month which is the beginning of the study - first Sunday was 04/01/2015, then the second day "Monday" 07/02/2015 was chosen to

maintain the industrial week's lineup, and the time interval between the elements. This method in selecting weekdays was applied in the same way to cover the rest of the sample. However the days and dates of the sample were as shown in Table (I):

Table I. Days and dates of the sample

Year	2015											
Month	01	02	03	04	05	06	07	08	09	10	11	12
Day/ Date	Sun/ 04	Mon/ 02	Tue/ 03	Wed/ 01	Thu/ 07	Fri/ 05	Sat/ 04	Sun/ 02	Mon/ 07	Tue/ 06	Wed/ 04	Thu/ 03

The Reliability coefficient

Reliability needs a pilot study, where it is preferred to take a sample of 10% of the sample under investigation and pretest it statistically for reliability. The concept of reliability is important in the content analysis, because the objective analysis must have fixed procedures and measurements, which means that if reliability was re-measured then it would give the same results (Wimmer and Demonic, 1998). The reliability coefficient is the standard by which we can judge the objectivity and impartiality of the researcher in his research, and the consistency of his results with other researchers. To achieve objectivity the measurement process was conducted twice, where the researcher worked as coder to implement his pilot study first to ensure the reliability of his procedures. Then, they researcher asked a colleague to re-encode the same sample. The analysis revealed after the application of the reliability equation (coefficient factor = $(M / (N1 + N2))$) a high degree of consistency between the first and second coding (96.9%). This percentage exceeds (86%) which is the minimum global percentage agreed in most studies. However after the application of the equation the results were as follows:

- M = total decisions (news stories) agreed upon between the coders, and it was 47 stories.
- N1 = the sum of the decisions of the first coder, and it was 50 stories
- N2 = the total decisions of the second coder, and it was 47 stories.
- Equation of reliability coefficient = $2M (94) \div (N1 + N2) (97) = 96.9\%$

RESULTS

The importance of the news materials takes high news value by being published on the front or the last page or by being sent to the insider pages. In fact, many factors affect the press coverage. These factors include: the nature of the event, the geographical dimension, the demographic dimension, the policy of the newspaper, political conditions prevailing in the country. Blending these factors with each other refers to the importance and value of the story for the newspaper in general.

The researcher presented the results of the analysis in the following tables. Every table will present one dimension of the study, where the first table will present the most important issues addressed by the press coverage in the study period, according to the importance of it appearance in the sample, and then the second table will present the direction of the press coverage provided by Alarai newspaper related to poverty issues, where the third Table will provide the press coverage relevant to poverty in terms of press format provided by the press coverage: Was it on the form of news, an article editorial, or caricature. However Tables (4-6) presents the attention given by the newspaper to poverty issues, where Table 4 will show the location where that press coverage were published in: top right, top left .. Table 5 presents the way of using pictures accompanying the press coverage. Table 6 presents page

number where the news story was published: whether it is the first page or an internal or back page.

Table 1. Coverage subject matter attracted Jordan daily press Alrai newspaper during covering poverty issue during the study period

Number	Coverage Subject Matter	Total	Percentage
1	Price Controls And Food Security	330	%22.5
2	Job Security (Wages And Salaries And Operating)	270	%18
3	Health Insurance For Citizens	210	%14
4	The Establishment Of Developmental Projects	168	%11.23
5	Housing Units	162	%10.83
6	Legislations Governing Economic Activity	142	%9.5
7	Local Products And Its Marketing	106	%7.1
8	Poor Families	102	%6.8
	Total	149	%100.0

Table 2. The position of the Jordanian daily press Alrai newspaper towards the issue of poverty during the study period

Number	Coverage Subject Matter	Positive	Negative	Total
1	Price Rise And Its Control And Food Security	254	82	336
2	Job Security (Wages And Salaries And Operating)	201	69	270
3	Health Insurance For Citizens	136	74	210
4	The Establishment Of Developmental Projects	126	42	168
5	Housing Units	129	33	162
6	Legislations Governing Economic Activity	110	32	142
7	Local Products And Its Marketing	80	26	106
8	Poor Families	76	26	102
9	Total	1112	384	1496
10		%74.3	%25.7	%100.0

Table 3. The forms used by Alrai to cover the issues of poverty

Number	Press Forms	Total	Frequency
1	Press News	46	%62.2
2	Press Article	12	%16.2
3	News Report	10	%13.5
4	Press Analysis	4	%5.4
5	Caricature	2	%2.7
6	Total	74	%100.0

Table 4. The location where the newspaper published to treat the issue of poverty in the study period

Number	Location	Total	Percentage
1	Top Right	33	%44.6
2	Top Left	20	%27
3	Lower Right	14	%18.9
4	Lower Left	7	%9.4
5	Total	74	%100

Table 5. The pictures accompanied the Jordanian press coverage Alrai newspaper to treat the issue of poverty in the study period

Number	Presentation Method	Total	Percentage
1	Accompanied With A Person Picture	37	%50
2	Not Accompanied With A Picture	28	%37.8
3	Accompanied With An Event Picture	9	%12.2
4	Total	74	%100

Table 6. The page the newspaper published the coverage about the treatment of poverty issue during the study period

Number	Page	Total	Percentage
1	1st Page	14	%18.9
2	Inside Page	52	%70.30
3	Last Page	8	%10.8
4	Total	74	%100

RESULTS AND INTERPRETATION

Daily newspapers are usually invested in the annual seasons to publish on their pages an investigation or a story or a cartoon about some needy families, especially in poor areas in Jordan especially in the month of Ramadan or at the beginning of the new academic year. Actually, we find that some of the riches from Jordan have rushed to provide aid and assistance to some of these poor families. In fact, this remains as a realistic challenge to whether such behavior can end such problems or whether the daily newspapers can reach out to every poor family to publish their suffering and their lifestyle as news stories through the press and other media. However, the results of this study indicated that the press coverage which deals with price controls and food security came in the first place of attention to the Alrai newspaper with the rate 22.5%. Those stories that dealt with job security (wages and salaries and operating) for Jordanians ranked second 18% in the coverage of the Alrai newspaper in this period. The concern about health insurance for citizens came in the third place in the press coverage and it was 14%, while the coverage related to the establishment of developmental projects came fourth and it was 11.2%. The concern about housing units and its distribution to Jordanian citizens who need them came fifth in the press coverage and it was 10.8%. The concerns about stories that dealt with the legislations governing

economic activity came sixth and it was 9.5% in the press coverage in this period . Local products and its marketing came seventh and it was 7.1%, where Jordanian Alrai newspaper coverage to stories related to poor families came eighth or in the last place with 6.8%.

By reviewing and analyzing the previous results we can conclude that the issue of poverty presented in the press coverage shows that the direction of the Jordanian daily press (Alrai as a model) was positive towards issues related to poverty in 2015, where frequencies showed that 74.3% of the press coverage was positive i.e. the writings were concerned about the treatment of these issues or to discuss some of the causes of poverty and their solutions offered by the government while 25.7% of the press coverage were negative i.e. there are no accumulative, growing and serious problems related to poverty and poverty related issues in the Jordan in the period covered by the study 2015 .More importantly, positive trend Outweigh negative trend which indicates that the coverage were seriously concerned about addressing issues such as rising prices and its governance, job security unemployment, increasing salaries and wages of Jordanian citizens who are in need

ANSWERING THE QUESTIONS OF THE STUDY

Researcher has answered the questions of the study and tested the hypotheses that were mainly concerned about issues related to poverty and the position of the Jordanian press (Alrai newspaper as a model), which were as follows

The first question: What are the issues that concerned the Jordanian daily press (Alrai newspaper while covering the issue of poverty in the study period?

The results of the analysis have showed that the issues of poverty and the coverage related to them were distributed among eight issues. The most important of these are issues related to higher prices and its governance, job security (salaries, wages and employment) providing health insurance to citizens, the establishment of developmental projects and the coverage related to the provision of housing units for the needy people

The Second question: What is the position of the Jordanian daily press coverage (Alrai newspaper) towards the issue of poverty in the study period?

It has been proven from the analysis that the direction of the press coverage was positive and formed (74.3%) of the total coverage while the negative trend formed 25.7% of the total coverage which means that there is a big difference.

The third question: What are the journalistic forms used by the Jordanian daily press (Alrai newspaper) to address poverty in the study period?

Alrai newspaper used five different forms of press, during the coverage of the issues of poverty in the study period in 2015, and these forms are the coverage provided in the form of either:

1. Press news or;
2. Press article;
3. News report, or;
4. Press analysis;
5. Caricature.

The news came primarily in the first place where it formed 62.2% of the total press coverage, and this predominance of the art press news in the journalistic treatment of the Alrai newspaper comes to reflect the focus on the information in the treatment without introducing

opinions and judgments. The press article came in the second place forming (16.2%) of the total coverage by press releases which is counted as a small ratio, although the author of the article has the ability to express an opinion on the causes of the problem and the ability to claim how to solve it because the journalist convey the problem as it is in reality without interference

The fourth question: - What is the degree of attention given by Alrai newspaper to the issues of poverty during the study? Period

Tables No. 4-6 shows that Alrai newspaper was very concerned about the issues of poverty, where (71.6%) of the press coverage were at the top pages: left and right. And it provided (12.2%) of coverage with photos to illustrate the events or occasions with 29.7% of the coverage in the front and the last pages of the newspaper and this is because social issues including poverty issues need special analysis, and therefore articles often comes in the inside pages.

Achieving the objectives of the stud:

The study has achieved its objectives which it had hoped for, where the most important issues that attracted the attention of the Jordanian daily press was unemployment and recruitment as it has been identified during their coverage of the issue of poverty in the study period. The study assumes that unemployment is the other face of poverty i.e. they are two faces of the same coin particularly in the developing countries. Hence, the first goal is achieved. Second it has identified the position of press coverage of Alrai newspaper during the study period, which was a positive trend with a ratio of 55%, and by this result, the researcher was able to achieve the second goal. By reading table (3), the forms used by Alrai to cover the issues of poverty can be identified as five forms of press which spread over fifty four news story, and thus the third goal of the study objectives is achieved. Tables from (4-6) showed that the concern of Alrai newspaper was great through introducing most of its press coverage related to poverty at the top of the page accompanied with illustrations, which demonstrates its concern, and this achieves the fourth goal of the objectives of the study.

CONCLUSION

By testing all hypotheses of the study and answering its questions, it could be said that all of its objectives have been achieved, where the direction of the Jordanian daily press towards the issue of poverty was identified through the analysis of the Jordanian daily press coverage (Alrai newspaper as a model) in the study period. In addition, the journalistic forms used to present the poverty issue were identified in the study period. Finally, the study was able to identify the degree of paying attention by Alrai newspaper towards poverty and issues related to it. The study found the following results:

1. Jordan press expressed great concern about the issues of poverty, and prioritized and allocated a prominent place to the texts related to them, as the coverage of the topics on the issue of poverty took often the top of pages with a ratio of 70.4% of this coverage.
2. Alrai presented 72.2%, of its coverage accompanied by illustrative pictures to people or topics, which demonstrates the concern of the Jordanian press about the issue of poverty.
3. Alrai newspaper published (54) stories in the study period, which means that the paper paid high attention to issues related poverty with a rate of (4) news stories a day.
4. News stories that discuss and talk about employment and unemployment have occupied and ranked first to the concern of Alrai newspaper with a ratio of 27.4%, from the total coverage.

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