



The Mental Image Of The United States Of America Among The Jordanian Public After The Outbreak Of The Gaza War

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ABSTRACT

This study aims to explore the mental image of the United States of America among the Jordanian public after the outbreak of the events of October 7, 2023, which led to the eruption of a war between Hamas and Israel. This war resulted in the deaths, injuries, and disappearances of tens of thousands of victims. The war extended to neighboring countries, where Hezbollah from southern Lebanon, some Islamic organizations supporting Iran in Iraq and Syria, and the Houthis Ansar Allah group from Yemen participated. The Houthis prevented the passage of American, Israeli, and British ships, declaring that they did so in solidarity with Hamas, which governs the Gaza Strip. This study is descriptive in nature, and within its general framework, the survey method was adopted. An electronic survey tool was used to collect information about the study sample, with 370 individuals considered leaders of public opinion in Jordan. The study revealed that the image of the United States of America is negative among the Jordanian public, as political and popular leaders organized sit-ins and protests in front of the US Embassy in Amman in protest against its supportive stance toward Israel. The study sample considered that the United States of America strongly supports Israel, providing it with money and weapons, and considers it the main supporter of this country in the Middle East and the world.

Keywords: mental image, United States of America, the public, Izrael, Gaza

Introduction

The State of Israel was established in 1948, and America was the first country in the world to recognize it. Since its establishment, the United States has provided Israel with military and economic assistance. According to Al Jazeera Net, most of the American aid to Israel goes to the military sector. Official American estimates indicate that the size of American military aid to Israel between 1946 and 2023 amounted to about \$114.4 billion, in addition to about \$9.9 billion for missile defense. American support for Israel began in 1948, as America was the first country to recognize the establishment of the Israeli occupation state. Since then, there has been a long and continuous history of political, military, and economic support, including cooperation in the fields of education, health, energy, and scientific research. The amount of support provided by the United States to Israel reflects America's growing interest in this country, which it considers a strategic partner in the Middle East (Al Jazeera, 2023).

After the October War, America considered itself part of the American war on Gaza. The American president visited Gaza, while the Secretary of State made more than one visit, announcing the provision of economic and military support to Israel. The sample of opinion leaders considered the United States biased with Israel against Gaza, as it used the right of veto in the Security Council during the vote on a proposal to stop the war in Gaza more than once. American weapons and aid to Israel also play a major role in the killing and destruction

witnessed in the Gaza Strip, since Israel's response to the "Operation Aqsa Flood" launched by Palestinian resistance factions on October 7th last year (TRT (n.d.)).

Although Israel is very capable of purchasing its own weapons, considering that it ranks 29th in terms of per capita GDP in the world, it receives \$3.3 billion annually from the United States. Additionally, Israel receives \$500 million for funding joint research between it and the United States. While Israel is classified as the largest recipient of American support, Washington's aid also supports the development of Israel's local arms industry. Furthermore, all other countries receiving military funding are required to spend it only on American weapons. The U.S. Congress has made unprecedented levels of assistance to Israel a minimum, as in the National Defense Authorization Act for Fiscal Year 2021, Congress allowed for "not less than" \$3.3 billion annually in military funding for Israel, giving it the flexibility to allocate funds exceeding those agreed upon in the memorandum of understanding. American-Israeli missile defense projects are among the most important projects supported by Congress, with support totaling about \$10 billion from 1946 to 2023.

Statement of the problem

The mental image is considered the main goal through which we can conduct field studies, as the mental image is what reflects reality and expresses its content. The term "mental image" is used in various social sciences, including media, philosophy, psychology, social psychology, and other cognitive sciences. The term "mental image" consists of two words: "image," which means the appearance or form that distinguishes something, and "mental," which means the mind, understanding, and the intended meaning is the understanding and conception of something. In general, the term refers to the impression formed in the mind about a particular person, value, or entity. Among the means that help in forming the mental image are various mass communication tools. The term "mental image" is central to studies related to public relations due to its significant impact on them (Al-Mashaqba, 2017).

In media studies, it is important to know the mental image formed by individuals regarding things and events around them. The war launched by Israel on the Gaza Strip, which broke out on October 7, 2023, sparked widespread outcry worldwide and took on an international character, especially given the large number of casualties, most of whom were civilians, especially children and women. This made the issue a matter of public opinion, with America being considered the most involved country in this war. The problem of the study was focused on the following question: What is the mental image of America among the Jordanian public after the events of October 7th?

Significance of the study

This study is among the few that have delved into the examination of the Jordanian public's mental image of America following the Gaza war, an issue of significant interest and importance among Jordanians. It was considered the foremost topic by Jordanian media and the public, sparking extensive political activism among parties, political bodies, university students, and intellectual forums. The study's theoretical significance lies in its focus on how mental images are formed and shaped by media, the role of opinion leaders in shaping these images, and the study of public opinion behavior and its influence. Additionally, it enriches the applied aspect of the phenomenon by providing insights into the practical implications of the studied topic.

Research questions

- 1- What is the mental image of America after the events of October 7th?
- 2- What are the effects of America's support on Arab-American relations?
- 3- What are the media outlets relied upon by the Jordanian public to follow this issue?
- 4- What are the most watched TV satellite channels covering this issue?

Hypotheses

- 1- There is a correlational relationship between the mental image of America and its support for Israel from the perspective of Jordanians.
- 2- There is a connection between Jordanian-American relations and the aftermath of the events of October 7th.
- 3- There is a link between Jordanians relying on non-Jordanian media outlets and following the war on Gaza.
- 4- There is a correlation between Jordanians relying primarily on satellite TV channels and following the war on Gaza.

Research objectives

The study aims to delve into the multifaceted repercussions following the events of October 7th, particularly in shaping the mental image of America. It seeks to scrutinize how this incident has influenced global perceptions of the United States and its policies. Furthermore, the research endeavors to discern the intricate dynamics of Jordanian-American relations, elucidating the impact of American support on the bilateral ties between the two nations. In addition, the study seeks to identify the primary sources of information for Jordanians during the Gaza war, shedding light on the media outlets relied upon for updates and analysis. Moreover, it aims to

uncover trends in viewership by identifying the most watched satellite TV channels, providing insights into the preferences and consumption habits of the Jordanian populace during times of conflict and geopolitical tension. Through these investigations, the study aims to offer a comprehensive understanding of the socio-political landscape post-October 7th, elucidating the interplay of various factors on public perception, diplomatic relations, and media consumption patterns.

Key terms of the study

Mental Image: The final result of the self-impressions that individuals form about a particular person or system. These impressions can be formed through direct and indirect experiences, which are related to individuals' emotions, attitudes, and beliefs, regardless of the accuracy of the information.

Communication: The science involves the exchange of information between individuals through a common system of symbols. Communication can occur between humans, between humans and animals, and can be through words or specific symbols recognized by people (Al-Heeti, 2019). When we communicate, we exchange information with others as speakers to convey a specific message to our listeners. When we exchange information or when we want to convey the content of a message, we use language, which includes verbal and non-verbal signals, such as facial expressions, speaking style, posture, movement, and body gestures. Communication is a process that connects the building blocks or the organizational structure of any group of people in a dynamic way that makes them an organic unit with a degree of integration that allows them to carry out their activities.

Media: Providing the public with information, news, and facts that help them form a public opinion on the issues under discussion.

Public Opinion: Linguistically, it means the mind, sight, contemplation, and reflection on a matter, whether public or private. "Public" is the plural form of "general" and is the opposite of "private." The term "public" refers to a common factor among the members of a community with a shared interest, characterized by openness. "Public" is opposed to "private," and thus public opinion differs from private or personal opinion.

Public Opinion: There are hundreds of definitions for the term "public opinion," but most of these definitions share a common denominator, which is the collection of public opinions on a matter open for dialogue and discussion (Al-Nimssi, 2016). It is a collection of popular and general ideas expressed by individuals living within a single society. It is also known as the prevailing beliefs in a particular environment, which may be accepted and true, or rejected and false, and can be reformulated or modified to suit the surrounding circumstances. Public opinion is considered one of the means of expression known to people since ancient times. Popular opinions have contributed to changing many prevailing concepts and ideas related to a group or class of people. Opinion is considered one of the influential elements in many aspects of human life, political, economic, social, and others, because it is linked to the public and clear expression of a certain opinion, with popular support for it. Al-Khudari (2017) defined public opinion as the prevailing opinion among the majority of the aware people in a specific period regarding one or more issues that are subject to debate and discussion and affect their interests and values. It is the free expression of the voters' opinions on various public issues, so that the degree of conviction of the voters regarding the different public issues is sufficient to influence the different public issues and matters of public interest.

Theoretical background

The researcher employed the Cultivation Theory and the Uses and Gratifications Theory to analyze and interpret the phenomenon under study. Cultivation is defined as the process of planting and developing cognitive and psychological components carried out by sources of information. Since the mid-1970s, this term has been associated with a theory that attempts to explain the social and cognitive effects of media. Cultivation is a special case of a broader process, socialization, which involves planting attitudes and mental images about the surrounding world. This theory uses a study strategy with three important aspects. The first aspect is called institutional analysis, which deals with analyzing the organizational pressures and constraints that affect the selection, production, and distribution of educational messages. The second aspect is called system analysis, which is concerned with tracking images. The third system is called cultural cultivation analysis, which explores the extent to which different media contribute to cultivating concepts about the world (Abu Harb, 2017).

The other theory is the Uses and Gratifications Theory, which has been variably termed as a model or a theory. Katz first introduced the theory in a comprehensive book and Blumler in 1974 titled "The Uses of Mass Communication." The book portrayed the functions of mass media, the motives for individual or audience selection, and the content they present. The theory was based on a set of assumptions according to Katz and Blumler. Individuals use media to achieve intended goals that fulfill their aspirations, and the audience is an active element in the communication process. The desire to choose a media outlet to satisfy specific needs is attributed to the audience itself, and these desires vary among individuals according to their needs. Individuals choose the media outlets that satisfy their desires; the media does not use the audience, but rather, the audience uses it. The audience is aware of the benefits it may gain from choosing the media outlets it is exposed

to, and it is also aware of its motivations and needs. The prevailing values in society are recognized based on the content the audience consumes, not based on the content provided by the media.

The Uses and Gratifications Theory seeks to achieve specific goals, including understanding how the audience uses media. This theory studies the active role of the audience in consuming media content. The objectives can be summarized as follows:

1. Understanding why and how individuals use media.
2. Identifying the motives behind an individual's use of a specific media outlet over others, or the reasons for engaging with specific content over others.
3. Understanding the outcomes of an individual's use of media, leading to an understanding of mass communication processes and the motivations for audience exposure to media.

Experts differ in categorizing the underlying motives for an individual's use of one media outlet over another. Some believe that these motives are not apparent and that individuals are influenced by their needs without being aware of it. Others argue that these motives can be studied and understood, suggesting that individuals can express their needs and the motives for engaging with content. Another view suggests that the motives are needs that cannot be directly recognized, requiring the study of individual behavior to understand them. Finally, some argue that there are no specific motives, but rather, exposure to specific media is a habitual behavior for individuals, not driven by specific needs. A motive is defined as a psychological state that directs an individual to engage in specific behavior to satisfy a particular need. The Uses and Gratifications Theory classifies the motives for audience exposure to media into two main categories: 1. Utilitarian motives: These are motives related to acquiring knowledge, learning information, and gaining experiences in various life aspects, such as watching news broadcasts on television. 2. Ritualistic motives: These are motives related to breaking boredom, escaping from the realities and problems of life, and seeking entertainment. Examples include watching movies, series, and programs (Al-Tahat, 2022).

Related studies

The study "The Image of the United States of America among Iraqi University Students," conducted by Al-Jawari, Nahedh Fadel Zidan, and Mohamed Hamed Abdul, and published in the Journal of the College of Arts, issued by the University of Iraq in Volume 2018, Issue 14 (June 30, 2018), indicated that the image formed of America following its occupation of Iraq is a negative stereotypical image formed due to the actions carried out by the United States in Iraq. The study highlighted that the US occupation of Iraq has influenced the image formed about it among the Iraqi public (Al-Jawari & Abdul, 2018).

The study "The Image of the United States of America as Perceived by Palestinian University Professors," by Tawfiq Jaradat, as referenced in a thesis published on the website of the Middle East University in Jordan, addresses the negative image formed about the United States of America in occupied Palestine due to the significant support provided by America (Jaradat, 2019).

The study "The Image of the United States of America as Perceived by College Youth through Television Satellite Channels," by Iman Abdul Rahman, published in the Journal of the Arab Media Colleges Association in 2020, revealed several findings. It showed that a large percentage of college youth hold a negative image of the United States of America, despite various media outlets, whether local, Arabic-speaking, or pro-American, seeking to portray a positive image. The study indicated that college youth perceive US foreign policy as detrimental to Arab peoples. The research highlighted that Iraqi youth believe that US foreign policy is against Arabs and Muslims, despite media efforts to improve the United States' image. They perceive that ultimately, US policy serves terrorism in the region (Abdul Rahman, 2020).

The study "The Image of the United States as Perceived by Palestinian Youth - University Students as a Model," by researcher Niveen Atallah, published in the Journal of Birzeit University in Palestine in 2017, highlighted the negative image held by Palestinian youth towards America. This negativity stems from the increasing support by Washington for Israel, particularly its unwavering stance alongside Tel Aviv, especially in the United Nations Security Council, and the unparalleled economic and military support provided to Israel (Abdullah, 2017).

The study "The Degree of Jordanian Public Opinion Leaders' Awareness of Media Deception," by researcher Lara Khaled Khemash, is a master's thesis published on the website of the University of Jordan in the Middle East. It pointed out the numerous attempts to deceive public opinion and influence it by certain entities. The manufacturing of public opinion has become one of the advanced industries in today's world, with some working to direct public opinion. The research results indicated that the degree of awareness among Jordanian public opinion leaders regarding deception, from their perspective, is that some media outlets hide part of their sources of information - sometimes - while, conversely, those sources appear at other times. This is usually dependent on the nature of the news, its circumstances, and its context. Additionally, the media uses a language that is generally understood and clear to the public, which has led to a moderate level of deception (Khemash, 2013).

The researchers noted that previous studies have addressed the image of the United States of America. However, none of these studies have discussed the topic of the war on Gaza after the events of October 7th. These studies are considered very recent and have tackled a topic of utmost importance.

Methods

This study falls under descriptive research, aiming to monitor and track a specific phenomenon or event. It utilizes the media survey method, considered a standard model for collecting data on vocabulary. This study employed the survey method to monitor the perception of America among the Jordanian public after the events of September 11th. The survey method is one of the most prominent methodologies for studying media content and collecting information about various media materials and contents. The survey focuses on studying existing phenomena at the time of the study.

Population and sample

The community in this study comprised Jordanian citizens aged 18 and above. Due to the large size of the study population, the researchers chose simple random sampling, resulting in a sample size of 370 Jordanian citizens. This sample is representative of the study population.

Table 2. Demographics of the study sample

Demographics	Category	Freq.	%
Gender	Male	175	%47.3
	Female	195	%52.7
Age	24-18	181	%48.9
	31-25	83	%22.4
	38-32	52	%14.1
	44-39	23	%6.2
	50-45	10	%2.7
	+50	21	%5.7
Educational qualification	High school	41	%11.1
	Diploma	86	%23.2
	Bachelor	149	%40.3
	Higher studies	94	%25.4
Area	City	295	%79.8
	Village	63	%1.7
	Camp	7	%1.9
	Badia	5	%1.4
	Total	370	%100

Tool of the study

Based on the research problem and its topic, the questionnaire was analyzed. The data collection tool was harmonized with the research problem and study inquiries. The questionnaire included main questions and questions related to the demographic variables of the sample participating in this study. It was designed and developed after drafting the theoretical framework and reviewing previous studies. It was intended to address the study's questions, hypotheses, and variables.

Validity and reliability

The study's validity was verified before its application on sample individuals through the administration of a validity and reliability test on a pilot sample of 37 individuals. Validity involves testing the tool's ability to measure its intended constructs accurately through the questionnaire, ensuring no bias or errors at any stage of the study. Therefore, the researchers opted for face validity and identified interconnected questions to ensure their coherence and alignment with the study's objectives and inquiries. Subsequently, the questionnaire was presented to several colleagues as reviewers, and their feedback was taken into account.

To ensure the tool's reliability, the questionnaire was distributed to a pilot sample comprising thirty-seven Jordanian citizens. The Pearson correlation coefficient was calculated between their estimates to determine the stability factor. Additionally, Cronbach's alpha equation was applied to all study items to assess their internal consistency. The reliability coefficient, Cronbach's alpha, was calculated and amounted to 94%.

Data analysis

After completing the data collection process and gathering the necessary information regarding the study variables, they were encoded and entered into the computer for result extraction. The statistical software SPSS was utilized for this purpose. The data obtained from the study were processed using descriptive statistics, enabling identification of the mean, standard deviation, standard error, and percentages. Additionally, a three-point Likert scale was utilized as a correction measure in this study as follows: 1.00-1.66= low, 1.67-2.33= medium, 2.34-3.00= high.

Results

Table 2. The mental image of America after the events of October 7, 2023

No.	Item	Mean	Standard deviation	Rank
1	America antagonizes the Jordanian people.	2.80	0.525	1
2	America claims freedom and democracy.	2.31	0.903	4
3	Did America stand with Arab issues before September 7th?	1.40	0.614	6
4	Did you hold a positive image of America before September 7th?	1.83	0.785	5
5	Do you still hold a positive image of America after September 7th?	1.21	0.525	7
6	Do you believe that America's stance enhances terrorism and extremism?	2.74	0.616	2
7	Do you believe that America's stance has contributed to changing your mental image of it?	2.63	0.703	3

Table 2 reveals that the average responses of the sample participants regarding their mental image of America ranged from 2.80 to 1.21. At the item level, the statement "America antagonizes the Jordanian people" obtained the highest rank with an average score of 2.80 and a standard deviation of 0.525. In contrast, the statement "Do you believe that America's stance has contributed to enhancing extremism and terrorism?" secured the second position with an average score of 2.47 and a standard deviation of 0.616. Lastly, the statement "Do you believe that America's stance has contributed to changing your mental image of it?" occupied the third position with an average score of 2.63 and a standard deviation of 0.703.

From these results, the researchers infer that the sample respondents' perceptions of America's mental image after the events of October 7th were predominantly negative. This serves as clear evidence of the sample's dissatisfaction with America's stance on the Gaza conflict and its ongoing support for Israel. It also underscores the significant level of sympathy for Gaza among the Jordanian populace, who reject American policy and Israel's repeated attacks on Gaza residents.

Table 3. The impact of America's stance on Jordanian-American relations

No.	Item	Mean	Standard deviation	Rank
8	Jordanian-American relations have been affected.	2.17	0.800	5
9	America's stance has contributed to spreading hatred towards it.	2.34	0.840	4
10	America's stance has been a strong supporter of Israel.	2.51	0.722	3
11	It has contributed to boycott campaigns.	2.75	0.554	2
12	It has contributed to refraining from purchasing American products.	2.77	0.555	1

Table 3 illustrates that the mean of the sample respondents' evaluations ranged from 2.77 to 2.17. At the item level, the statement "Contributed to refraining from purchasing American products" received the highest rank with a mean of 2.77 and a standard deviation of 0.555. Meanwhile, the statement "Contributed to boycott campaigns" ranked second with a mean of 2.75 and a standard deviation of 0.554. Lastly, the statement "America's stance has been a strong supporter of Israel" ranked third with a mean of 2.51 and a standard deviation of 0.722. From this, the researchers observed that the respondents' answers were significantly influenced by the ongoing events in Palestine and the global support for the Palestinian cause, demanding an end to the killings in Gaza and the establishment of a Palestinian state in the Gaza Strip and the West Bank.

Table 4. The Political and Economic Influence of America's Support for Israel

No.	Item	Mean	Standard deviation	Rank
13	Boycotted American products.	2.80	0.520	1
14	Contributed to pro-Palestinian publications.	2.52	0.729	5
15	Participated in boycott campaigns.	2.41	0.753	6
16	Supported the dissemination of pro-Palestinian content.	2.79	0.533	2
17	Contributed to campaigns urging America to reconsider its stance.	2.31	0.807	7
18	Supported advocacy campaigns for Palestine to raise awareness of the Palestinian cause.	2.78	0.511	3
19	Helped educate non-Muslims about Islam.	2.23	0.670	8
20	In your opinion, did boycott campaigns succeed?	2.53	0.695	4
21	Were the waves of anger in the Islamic street sufficient to respond to the American position?	1.88	0.843	9

Table 5 indicates that the means of the sample respondents' evaluations regarding the impact of anger campaigns against America's stance on the Gaza war ranged from 2.80 to 1.88. At the item level, the statement "Boycotted American products" ranked first with a mean of 2.80 and a standard deviation of 0.520. The statement "Supported the dissemination of pro-Palestinian content" ranked second with a mean of 2.79 and a standard deviation of 0.533. Lastly, the statement "Supported advocacy campaigns for Palestine to raise awareness of the Palestinian cause" ranked third with a mean of 2.78 and a standard deviation of 0.511. This confirms that the majority of the study sample supported boycotting American goods and contributed to promoting these campaigns in Jordan. They also disseminated pro-Palestinian content in support of their war against Israel, backed by America. Moreover, campaigns in support of Palestine helped introduce people to the Islamic religion, leading some to convert to Islam after hearing about it.

Table 5. The media outlets that Jordanians relied on to follow the war on Gaza and understand the United States' stance on that

No.	Media outlet	Freq.(Yes)	Freq.(No)	%
22	We use local sources to obtain information.	208	162	%56
23	We use Arab sources to obtain information.	232	138	%63
24	We use international sources to obtain information	136	234	%36

Table 5 reveals that the highest proportion of the study sample, constituting 63%, relies on Arab sources to obtain information. Following this, those who utilize local sources rank second, while those who depend on international sources rank third. The study sample predominantly relies on Arab satellite channels for obtaining information, including political, economic, and military analyses.

Table 6. The type of media outlet that the sample individuals followed

No.	TV	%
25	Al Jazeera Channel	%40
26	Al Arabiya Channel	%16
27	Jordan TV	%12
28	Al-Mamlaka Channel	%35
29	BBC Channel	%12
30	CNN Channel	%8
31	Other	%11

Table 6 indicates that Al Jazeera Channel is the most followed channel in Jordan according to the study sample. This channel possesses a network of correspondents in various regions around the world and in occupied Palestine, enabling it to deliver news in real-time. Following closely behind is Al-Mamlaka Channel in terms of viewership.

Discussion

The study findings highlight a notable decline in the perception of the United States among the sampled population, with a considerable portion expressing negative views towards the country. Furthermore, the research demonstrates adverse impacts on the relationship with America, as evidenced by a substantial number of participants resorting to boycotting American products in Jordan. This action is largely attributed to the perception of the United States as a primary supporter of Israel. Additionally, the study reveals that individuals within the sample predominantly rely on Arab and local media outlets to stay updated on news regarding the conflict in Gaza, with Al Jazeera Channel emerging as the most preferred source. Moreover, the study underscores the significant impact on America's image, with participants viewing it as a key participant in the Gaza conflict alongside Israel. Consequently, there has been a collective shift towards boycotting American goods and advocating for the boycott of products manufactured in America. These actions stem from the perception of America as an adversary due to its extensive support for Israel. Lastly, the study unveils a correlational link between America's backing of Israel and the deterioration of its image in Jordan, underscoring the influence of America's support for Israel on public perception within the Jordanian community.

Implications

The findings of the study carry significant implications that merit careful consideration. Firstly, the noticeable decline in how the United States is perceived among the surveyed population underscores the urgency of nurturing positive bilateral relations and tackling underlying issues. Initiatives focused on bolstering mutual understanding, fostering dialogue, and enhancing cooperation between Jordan and the United States could help alleviate negative perceptions and cultivate trust. Secondly, the widespread adoption of boycotts against American products in Jordan indicates a substantial economic impact that could affect bilateral trade and investment. Resolving the underlying causes of this sentiment, such as perceived bias towards Israel, may necessitate diplomatic dialogue and engagement between the two nations to address grievances and promote equitable policies. Thirdly, the reliance on Arab and local media outlets for news consumption underscores the influential role of media in shaping public opinion. Ensuring the accuracy, impartiality, and diversity of media coverage, particularly on sensitive geopolitical matters like the Gaza conflict, is vital for fostering informed public discourse and advancing peacebuilding efforts. Furthermore, the study underscores the necessity for the United States to reassess its foreign policy approach in the Middle East, particularly its stance on the Israeli-Palestinian conflict. Recognizing the impact of its policies on regional dynamics and public perception, the United States may need to adopt a more balanced and nuanced approach that considers the interests and aspirations of all parties involved. In conclusion, the implications of the study underscore the importance of dialogue, diplomacy, and proactive engagement in addressing underlying issues, fostering mutual understanding, and promoting lasting peace and stability in the region.

Recommendations

In light of the current study findings, the researchers advocate for several key actions. Firstly, they propose organizing campaigns aimed at supporting the Gaza Strip while advocating for the rights of the Palestinian people through peaceful means. Secondly, they recommend leveraging available media channels to effectively portray the Palestinian cause and underscore their rights to a global audience. Thirdly, the study suggests utilizing both local and Arab media outlets to accurately depict the situation in Palestine, ensuring the truth is widely disseminated. Additionally, diplomatic efforts with the United States are deemed crucial to encourage a more balanced approach in its international relations, particularly concerning the Israeli-Palestinian conflict. Lastly, the researchers emphasize the importance of diplomatic endeavors to champion justice and stand in solidarity with the oppressed, further advancing the cause of the Palestinian people.

Limitations and future studies

The study conducted in Jordan in the year 2024 relied on a cohort of opinion leaders within the country. A sample comprising 370 opinion leaders was meticulously selected, and questionnaires were disseminated to them via electronic communication channels. Through this methodological approach, the researchers aimed to gather insights and perspectives from individuals who hold significant influence and sway within their respective spheres of expertise or communities. By tapping into the opinions of these key figures, the study sought to provide a comprehensive understanding of prevailing attitudes and perceptions regarding the mental image of the United States of America after the outbreak of the events of October 7, 2023, which led to the eruption of a war between Hamas and Israel. Future studies could focus on examining the long-term effects of geopolitical events on public perceptions, exploring potential strategies for improving bilateral relations between countries, or investigating the role of media in shaping public opinion during conflicts.

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