

1967 " " 1967

1966 (Jerusalem Star) " " :

1967 (Palestine Daily News) " :

1920

(1963) " " (1962) " "

(6) (1964) " " .

" "

:

1923 (1)

" 1926

" 1946

(7) " " " " " " " :

(2)

1989 1927

1990 " " :

1993 (8) 1992 (3) " " "

" " :

1948 " " 1947

(4) 1949 " "

(9) " "

" " " " " " " " :

2004/8/1 " " 1953/3/17

" "

1953

(5)

1966

1960

■

|| || ||

■

■

•

■

1

•

•

1

•

•

■

•

■

■

1

•

- 784 -

1988 (16)

" "

:

.

.

-

-

.

-

(12)

.

.

.

(80)

.

"

"

.

(1)

(%23.7)

(%53.7)

(%22.5)

(40)

(40)

.

.

.

(2)

"

"

"

"

"

"

.

(%50)

(%42.5)

"

"

.

.

(%32.5)

(%35)

.

(%20)

"

"

.

(1)

%53.7	43	%67.5	27	%40	16	
%23.7	19	%22.5	9	%25	10	
%22.5	18	%10	4	%35	14	
%100	80	%100	40	%100	40	

(2)

%46.2	37	%50	20	%42.5	17	
%33.7	27	%32.5	13	%35	14	
%20	16	%17.5	7	%22.5	9	
%100	80	%100	40	%100	40	

(3)

%42.5	34	%40	16	%45	18	
%5	4	-	-	%10	4	6
%36.2	29	%37.5	15	%35	14	5
%5	4	-	-	%10	4	4
%11.2	9	%22.5	9	-	-	3
-	-	-	-	-	-	
-	-	-	-	-	-	
%100	80	%100	40	%100	40	

" " " " .1997

(%58.5) "

(17)"

" " " "

(-4)

		1001	901 1000	801 900	701 800	601 700	501 600	500	
%45	18	2	1	2	3	3	4	3	
%10	4	-	-	-	1	2	1	-	6
%35	14	-	2	2	-	3	5	2	5
%10	4	-	1	-	2	-	-	1	4
-	-	-	-	-	-	-	-	-	3
-	-	-	-	-	-	-	-	-	
-	-	-	-	-	-	-	-	-	
%100	40	2	4	4	6	8	10	6	

(-4)

		900	801 900	701 800	601 700	501 600	401 500	400	
%40	16	1	2	1	3	2	3	4	
%37.5	15	2	1	2	3	2	2	3	5
%22.5	9	-	-	2	-	2	4	1	3
-	-	-	-	-	-	-	-	-	
-	-	-	-	-	-	-	-	-	
%100	40	3	3	5	6	6	9	8	

(%45)

" "

(%40)

" "

.

.

" "

(%42.5) (3)

(-4) (-4)

.

.

(5)

%46.2	37	%47.5	19	%45	18	
%17.5	14	%15	6	%20	8	
%11.2	9	%12.5	5	%10	4	
%6.2	5	%7.5	3	%5	2	
%3.7	3	%5	2	%2.5	1	
%3.7	3	%2.5	2	%7.5	1	
%3.7	3	%2.5	1	%5	2	
%7.5	6	%5	2	%5	4	
%100	80	%100	40	%100	40	

(6)

%19.1	66	%13.9	32	%18.4	34	
%8.7	30	%8.7	14	%8.6	16	
%1.4	5	%1.2	2	%1.6	3	
%17.6	61	%18	29	%17.3	32	
%17	59	%18	29	%16.2	30	
%15.9	55	%16.1	26	%15.7	29	
%11.6	40	%8.1	13	%14.6	27	
%8.7	30	%9.9	16	%7.6	14	
%100	346	%100	161	%100	185	

(%46.2)

(%17.5)

(%3.7)

. (%7.5)

(5)

(7)

" "

%26.6	106	%23.2	46	%30	60	
%20.6	82	%26.3	52	%15	30	
%14.1	56	%9.1	18	%19	38	
%19.1	76	%16.2	32	%22	44	
%7.5	30	%7.1	14	%8	16	
%7	28	%12.1	24	%2	4	
%2.5	10	%3	6	%2	4	
%2.5	10	%3	6	%2	4	
%100	398	%100	198	%100	200	

(6)

." " " ") " " " " "1"

(37)

(%19.1)

(%46.2)

(%17.5)

.(%63.7)

：			(7)		
		-1		"	"
	(%50)				
	(%42.5)			.("1"	)
	(%42.5)	-2	"	"	(7)
		-3			(%20.6)
			(%19.1)		
	(%46.2)	-4		"	"
(%17.5)			(%7.5)	(%14.1)	
(%3.7)					(%7)
	.(%7.5)				
	(%19.1)	-5			(%2.5)
(%15.9)					
				(%30)	
		-6		(%23.2)	
	.(%26.6)				
(%20.6)		-7			
	(%14.1)	-8			
"	"				
(%7.5)					
(%7)					"
		(1			
			(18)	"	

	.93	(8)		
.11		(9)		
	.179	(10)		(1)
	.181	(11)	.23	
.	.	(12)	.11 1978	(2)
.		(13)	.322	(3)
.	.	(14)	.56	(4)
.	.	(15)	.93	(5)
.		(16)	.68	(6)
.	.	(17)	.244	(7)

1993

. 9 2 1996

1988 1 15 . 1 1 ()

2001

1998

. 4

1986 1997

1993 :

. 11

1992 1984

1991/ 1983-1920

. 8 4 .

2005 1995

() - 1986

. 1992

. 2 21

: 1978 1996

. 1978 .

The Jordanian Daily Press (A Survey)

*Mohammad H. Salo'us**

ABSTRACT

This research aims at reviewing the opinions of the academic faculty and administration staff at Yarmuk University and Irbid National University regarding the publications of the Jordanian daily press published in Arabic.

The study revealed that (46.2%) of the respondents read (Al-Rai) daily newspaper as their favorite journal, while (33.7%) prefer reading (Al-Dustur) newspaper, and (20%) prefer (Al-Arab Alyoum) daily newspaper.

The findings of the study also show that (42.5%) of the respondents of both categories read their favorite newspaper every day. This means that the study sample may read other newspapers in addition to the Jordanian newspapers, to obtain news and information.

The study showed that the income variable wouldn't affect the readership of the newspaper in general.

The findings revealed that the credibility of the newspaper and its review of recent political books of major importance are factors to attract the attention of the readers, followed by the Palestinian question, the important current affairs in the Middle East and the commercial ads. However, the essays and the analysis of the newspaper come in a priority of the respondents' concern.

* Department of Media and Information, Yarmouk University, Irbid, Jordan. Received on 9/9/2004 and Accepted for Publication on 23/10/2005.