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ROLE OF NEWSBULLETINS

INTRODUCTIONS

IN CONSOLIDATING CIVIL PEACE

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Introducing the study

1. Why this Study?

Radio and television news bulletins introductions occupy a prominent position in Lebanese media. This is a singularity that characterizes Lebanese media in particular. Media institutions compete with one another in phrasing these introductions that are considered one of the elements that attract viewers. The introductions are also considered the face of the news bulletin; they express the media institution's position in regard to the events. Before we study the feasibility of these introductions, it is worth first noting that they are influential, correlated to the news bulletins and they have become an integral part of these bulletins.

News bulletins (especially those broadcasted on television around 8:00pm evening) attract high viewership due to the information they present on the local, regional and world news about politics, economy, society, culture and art. News bulletins dedicate a portion to weather conditions and forecasts daily as well as to sport's news at a specific time. Some others enrich their bulletins by consecrating a section for economic or entertainment news, while others add a section about what has been circulated through social media.

This study researches radio and television news broadcast introductions with regards to the content first, then their necessity, in order to deduce what the introductions are trying to promote

in terms of values, concepts and opinions. The study also tries to demonstrate the level of their compliance with the "Journalists' Pact for Strengthening Civil Peace" that was officially launched June 25, 2013, by the "Project for Building Peace in Lebanon" of the United Nations Development Program in Lebanon and signed by participating Lebanese media institutions.

This pact clearly stipulates in some of its articles the media's responsibility in producing news bulletins:

Article 11:

"Journalists shall regulate the tone used in newspapers editorials, TV and radio breaking news, in addition to talk shows of the audiovisual media, in compliance with the principles and basics of journalism. Journalists shall also refrain from spreading a spirit of violence and strife."

Article 15:

"Journalists who supervise the content of news bulletins and political programs in the audiovisual media, the press, and the electronic media shall commit to applying personal and corporate responsibility and complying with professional principles and values, as well as relevant codes of conduct and management policies."

Article 16:

"News anchors and presenters of political programs shall enjoy a high level of neutrality and professionalism and shall refrain from blatantly and provocatively showing their personal political position by practicing self-censorship in their work."

To which extent did audiovisual media commit to the principles that they have agreed to, based on the way they build their news introductions?

The study links the news bulletins introductions to the war, as these introductions were first created in the private radios that were launched during the war and were also one of the instruments of the war, including the news bulletins introductions that were later adopted by the televisions.

Every year, Lebanon commemorates the Civil War that erupted in 1975. This study is about the transition from war to peace. The most difficult is making this transition that consists of an action entailing knowledge, duty, will and capability (and these are basics of every action). There are editors, photographers, viewers and listeners who have lived through this war and who made the transition to post-war Lebanon.

Some of them wrote and listened to the news bulletins introductions during the most difficult circumstances in Lebanon with falling bombs in the background. Others, while writing or reading the introductions, realized the impact of the introduction on public opinion and on the viewers and listeners at large. Thus, the main issue is the event itself, how it is conveyed, and the format in which it is presented and how it is introducing the actualities.

2. Research Question

The study raises central questions about the impact and the role of news bulletins introductions in terms of their feasibility, content and format, thus their performance and the concepts they transmit.

The study researches the following issues:

- How are the news bulletins introductions created?
- Are ethics taken into consideration?
- Do the producer and the presenter apply self-control and respect the norms and standards with regard to avoiding disturbance of civil peace, provocation and incitement to violence?
- How do media contribute in benefitting from this space that reaches the viewer, in order to build a peaceful society that accepts the others and establishes a dialogue instead of imposing a single opinion?
- How do media develop viewers' awareness through shedding light on specific topics?

- Are the media aware that through their performance, they are not only reflecting the society but they are contributing in forming public opinion?

The study is also based on the following pivotal questions:

- When did radio and television begin using news bulletins introductions in Lebanon?
- What role do these introductions play (explanation, shedding light, analysis, correlating events, conclusions, bringing awareness, polarization, media institution's position, convincing the receivers...): from performing (condensed, brief, expressive...) to influencing?
- What characterizes news introductions in Lebanese media?
- Which of these two models to choose: Starting the news bulletin with an introduction (opinion) or presenting the principal titles then developing them with the other news of the broadcast?

- What is the critical view of these introductions in Lebanese news bulletins: terminologies, body language (tone, movements, gesticulation...), length of the introduction...?
- Where is the limit between political education and mobilization in the introduction: from a controlled way of dealing with the introduction to the point of losing control? Is there civic education?
- What formula should be adopted in creating a news bulletin in a society which is still building and consolidating civil peace:
 - In the format and content (images invoked, terminologies used that refer to the war or evoke it in describing the present, stereotypes based on memory, etc.)
 - Whether or not to keep the introductions or discard them.
 - Knowing the essence of the utilitarian memory (What do we remember and why do we remember it?).
 - How to practice for creating a culture of not forgetting and, at the same time, the good use of the moral purpose of a happy memory in consolidating peace?

The questions are numerous: What do introductions offer to the viewer? What are the concerns of the media? What do they agree upon in terms of messages and news? Where do they disagree? What topics do they prioritize? In which directions are these topics being oriented?

3. Corpus of the Study

The study was conducted on a sample of news bulletins introductions of radios and televisions during a period of six weeks (from February 5 until March 17, 2016). The monitoring encompassed the following media outlets:

- News bulletins introductions of the following radios: "Sawt-Louban Achrafieh," "Sawt-Loubnan Dbayeh," "Loubnan El-Hourr," "Radio Lebanon," "Sawt Al-Mada," "Sawt Al-Chaab" and "Radio Al-Nour."

Do the Lebanese media reflect coexistence and conviviality? What influence does the memory of war have on the news introductions that were created during the war period and continued to exist as an information practice during the post-war period? Do these introductions use a violent and divisive discourse that feeds on the residues of the past and the memory of war, or have they already gone beyond the negative impacts of the war?

The problem lies in the role played by news bulletins introductions in consolidating civil peace in terms of the impact they have in times of crises, in strengthening all kinds of fanaticism, as well as in time of political détente. What role, therefore, do they play, what impact do they have and what are the prospects for their future?

The study aims to:

- Determine the importance of news bulletins introductions in the daily performance of the media.
- Determine the level of compliance and commitment of these introductions to the principles outlined in the Journalists' Pact.
- Define the size of these introductions and their respect of the principles and rules of journalism as a profession.
- Measure the influence of the memory of war and its concepts on the news bulletins introductions.
- Measure the level of commitment of these introductions to the principles of consolidating civil peace and refraining from spreading violence, turbulence and division.

- Newscast introductions of the following television stations: "Tele Liban," "MTV," "OTV," "Al-Mustaqbal," "Lebanese Broadcasting Company, LBCI," "Al-Manar," and "Al-Jadid."

The monitored sample is composed of 1,111 radio and television introductions.

4. Methodology

Usually, the monitored media are those who have signed the “Journalists’ Pact for Strengthening Civil Peace,” including newspapers, televisions, radios and websites. However, this study was based only on radio and television matters due to the particularity of the subject.

The study used the corpus as a specimen to uncover the media situation specifically in its impacts and its role in strengthening civil peace. There is a strong correlation between the content or the concept presented and the way it is expressed, as well as the performance and the framework within which the idea is exposed. Therefore, the methodology adopted in the study has monitored the terminologies used in the introductions, the lexical field related to the terminologies as well as the assessment of the performance.

The methodology shows the results of the quantitative monitoring in tables and figures. Analysis of the content tries to read these results in order to understand what values and concepts are broadcast by these introductions.

In the quantitative analysis, the length of these introductions was measured and a comparison between them was conducted. The type of introduction was defined in order to determine whether it was:

- Purely news
- News oriented toward promoting a certain position or event (a positive newscast)
- News oriented toward criticism (a negative newscast)
- Analytical
- Analysis with a promotional objective (positive analysis)
- Analysis with a critical objective (negative analysis)

We have also defined the topic of each paragraph of the introduction (a file or an issue) and deduced the most important words used which contained violence, attacks, incitement, accusation, etc.

The study identified the political personalities, parties and confessional groups targeted by the introductions in a positive or negative way at the local level. It also identified the targeted groups at the international level. A list of war terms used in the introductions has also been defined, such as: “war, roadblocks, trenches, attack, defeat, victory, battle, round of fighting, national dialogue, coexistence, confessional incitement, mercy bullet, spearhead, lay siege, raid, etc.” In a second phase, the study conducted a qualitative analysis of different newscast introductions based on the results of the monitoring and the quantitative analysis.

PART I:

THEORETICAL APPROACH

1. The News Bulletin

The news bulletin presents the latest news locally, regionally and internationally, at specific times known as the timing of the broadcast, such as “Eight o’clock News,” “Two PM News,” “Eleven Thirty News” or the “Midnight News.” This description applies mainly to radio and television. Radios started the introduction before televisions. They provided the listeners with the latest developments, especially during periods of war.

The listener or viewer recognizes the news bulletin’s format through its principal components:

Signature music;

Titles;

Introduction;

Body (news details, reports, interviews...);

Reminder of the titles; and

Signature music

Other principal components of the news bulletin include: the studio, the presenter, the technology used...and we should also mention the group of editors, editing room, cameramen, cameras, technicians who work for the production, producers, etc.

We are not going to enter into detail about the news writing techniques and the difference between writing for radio and writing for television. In brief, the general particularities that characterize a news bulletin make it a window to the world on the local, regional, international, and other levels:

- It transmits the news and impacts public opinion.
- It is subject to time restrictions: commitment to the timing itself, the hour of the show and the length of the show (the show can run longer than expected due to the amount of important news). Sometimes it is described by the timing of the broadcast, for instance, if it is broadcast at 6:00pm it is called the “6:00 pm Bulletin,” or “Le 20h.”
- The news bulletin is global but it gives priority to politics: most important local, regional and international news.
- The format of the show is more attractive.
- News is broadcast when there is the highest viewership (primetime).
- The attraction to continue watching the news is instinctive to the viewer who expects a follow-up to the news, breaking news or “flash alert” that would cut into live or recorded programs or appears through a “breaking news alert.” The newscast itself makes the viewers continue to pay attention to following the station by informing them that it is staying with them and will notify them as soon as there are new developments by saying “Stay with us for a follow-up.”

Radio and television news bulletins are subject to conditions relating to the staging and set. However, it is more complicated in television and creates a bigger impact on the viewers. The news item is subject to the contradiction mentioned by Patrick Charaudeau who describes it as follows:

To attain the highest level of credibility and, to at the same time, attract the greatest number of viewers¹. This is what each information medium strives for or at least states it as an objective. These particularities also apply to the news bulletins introduction that tries to be more attractive and to contribute in increasing viewership.

Within the changes introduced in the format and content of television news bulletins, we also noticed that the news bulletins, starting with their introduction, adopts open policies via the "other" that is reflected in covering news, activities and opinions of that "other". In times of crises, this policy of openness changes and it turns into throwing insults and accusations. Sometimes, the main news items are ignored when they relate to the opposing political side.

With the development of information media, the interest in watching the news increases. The same as in other countries, the hour of the main television evening news bulletin is around 8:00pm. News bulletins in different television stations start around the same time: 7:30pm, 7:45pm, and 8:00pm, but not after.

2. The "Introduction"

It is known as the introduction to the news bulletin, preamble, prelude or opening.

In the dictionary, the introduction of something means its beginning. "What greets you from the face or forehead." The introduction of a speech is: the first words with which the speaker begins his speech.

The meaning of introductory in the dictionary is: Introducing the discourse, meaning "a good start." (The first letter is a bigger letter starting a text, a chapter or a paragraph and is larger than the other letters, used decoratively.)

The dictionary Littré defines the abstract meaning of introduction: It is an entry, orientation, preparation for a study, preliminary preparation.

With regard to radio, a new tradition has been recently established in which television news is broadcast on the radio. Some radios transmit a specific news bulletin while others broadcast only television news bulletins introductions.

The National News Agency broadcasts the television news bulletins introductions that are also posted on some websites. The television news bulletins can be viewed from a website belonging to the television itself and they can be viewed at a later time. There are many ways to follow the news either live or at a later time.

"It is 8:00pm." It is also known as "the eight o'clock mass." The timing is fixed and the whole world is in front of us. The news bulletin is over, now it is time for comedy, drama or competition programming. It could also be a continuation of the news with "political talk shows." With regard to radio broadcasts, their main strength is in the morning.

The introduction is the starting point. In the news bulletin, it is the first minutes with which the bulletin begins after reading the titles. Some media institutions start with the introduction without titles.

The news bulletins introduction started with private radio stations during the beginning of the Lebanese war. The most important of these introductions were those speaking in the name of parties involved in the war. It was then adopted by television news bulletins, the first one being the Tallet-el-Khayat station in 1980. Later on, it was adopted by other private television stations such as LBCI starting in August 1985².

1. Charaudeau Patrick, *Le Discours d'Information Média-tique: La Construction du Miroir Social*, Nathan, 1977, p. 73.

2. Information collected through telephone communication with the Chairman of the Board of Directors of "Tele Liban," Mr. Talal El Makdissi.

3.Connection to the War

"Radio Lebanon" underwent very difficult conditions in 1975 during the Lebanese war. Its transmission stations were damaged leading to an interruption in communication between the stations and headquarters in Beirut. Despite this situation, the radio has been able, thanks to its staff, to ensure communication between the Lebanese during the most difficult circumstances. Late journalist "Cherif El-Akhawi" monitored the roads and streets confirming or refuting whether roads were "accessible and safe," which became synonymous with his name³.

When the war started in 1975, "private radio stations began to show up, especially those belonging to political parties fighting on the ground and on the air waves. Radio "Sawt Loubnan" of the Kataeb party, "Sawt Loubnan Al-Arabi" of the Independent Nasserite Movement- Al-Mourabitoun, "Sawt al-Jabal" of the Socialist party, "Louban el-Hourr" of the Lebanese Forces, "Al-Chaab" of the Communist party and others were created. Then waves of FM entertainment radio stations followed. When Lebanese space was saturated with radio stations, private TV stations started to sprout. The number of these stations established during the war reached 50⁴.

The official government television also suffered from the divisions during the war. "The demarcation lines in Beirut have imposed a sharp separation between the Lebanese in East and West Beirut. The two parties to the conflict have seized the two TV stations in Hazmiyeh and Tallet el Khayat; the news bulletins of these stations have become a "media mutual bombardment" during the two-year war (1975- 1976)."⁵ Radio first, then television, played an important role in the Lebanese war.

After the war ended, the Lebanese government tried to organize its relationship with the media sector. It reviewed the existing media laws and enacted new ones. Radio Lebanon, which broadcasts on 98.1 FM, recalled on the World Radio Day, "a life story that connected it to the listeners since 1938. It evoked the voices of fondly remembered broadcasters, artists and actors who were the corner stone of Lebanon's art. That long day with listeners started with the story of the entry of the first radio equipment to Beirut in 1928. It recounted the journey of the station, the pioneer role it played in the entertainment, cultural and educational fields and the confidence it built with its listeners in the good and bad days."⁶

Like with printed press first, and then followed by television, it is the memory attached to the recent war in the history of Lebanon. However, it is not only the memory of war, but also a deep-rooted entertainment memory.

During the period of sharp divisions in the country after 1990 and especially after 2005, Radio Lebanon and Tele Liban found themselves in a very delicate situation. Private information is also experiencing the same fate. "In the time of partisanship and fanaticism, Radio Lebanon, as usual, takes no sides. It has stood fast during the Civil War and unified its discourse in front of partition and sectarianism. Today, it is hiding under the wings of the State through the Ministry of Information. It is forbidden from broadcasting issues relating to politics except some news summaries that are diffused as issued by the 'National News Agency' without comment or analysis."⁷

3.Rabih Demej, "Radio Lebanon...Are you hearing?" Almustaqbal 24 Jan 2011

4.Mareh Haddad, Al-Wassat opens the audio-visual file in Lebanon. War of television "airwaves" is a subject of concern to the Lebanese government. Al-Wassat 24 May 1993

5.Official website of Tele Liban.

6.Nazeer Rida, "World Radio Day: No justification for the deficit." Al-Moudoun 14 Feb 2016

7.Zeinab Haoui, "This is Radio Lebanon...Anybody listening?" The News, 19 March 2013

Regardless, reading and listening to the different news bulletins introductions, including those of Radio Lebanon and Tele Liban was as if reading a situation still under the influence of a past full of wounds that have not yet healed.

For this reason, the validity of keeping the news bulletins introductions that are linked to crises and war period is a relevant and obvious question.

4. The content and the allocated framework

Is it possible to separate the discourse or the news bulletin introduction framework from its content? In other words, is the impact of the introduction on the viewer isolated from the fact that this introduction is an integral part of what is considered to be the most important show, meaning the "news bulletin?" (This is the first framework).

What about the introduction, which, with all its importance, has often become a separate entity from the text it is introducing? There are books titled "Introduction" that were written as a preface for thick tomes, but then became independent from these tomes. The same applies to musical preludes that are played independently from the longer pieces. There is also a certain satisfaction with listening only to the news bulletins introduction which is often sufficient to the listener who takes it as important and necessary, while ignoring the rest of the news bulletin.⁸

The introduction, in fact, forms the subject itself and upholds it. The introduction is written at the end of the whole work, but it is presented in the very beginning. It gives value to what follows it and it highlights the work done. It magnifies it, orients the viewer in a certain direction, sets the tone and displays the opinion and the framework through which the viewer understands what comes after this introduction.

The place of the introduction, which is in fact the information media through which the introduction is broadcast, is considered as the framework – an indicator for the reading (second framework). It indicates the policy of the information medium, its position and its priorities. It also explains the events that are a window to the world (the numerous screens within the main one, hint to that. Even Tele Liban, in 1983, used to put a TV screen near the reader of the news bulletins).

"What we need to understand is not the incident per se, which, in fact, is evanescent, but its meaning which is the result of an interaction...and this is what remains."⁹ The expression "explaining the issue," is defined by the dictionary as: "Simplifying, developing, explaining it and uncovering what is hidden in it."

The news bulletin exposes the most prominent news, according to a timetable starting with the most important, in the local, regional and international dimensions. It also covers the political, economic, artistic and cultural dimensions as well as the weather conditions and forecast. The broadcast agenda is respected according to a defined policy.

8. Such as the Mukaddimah (Introduction) of Ibn Khaldun that is an introduction to his larger book (the Book of Lessons) but it was later considered as a separate book.

9. Paul Ricoeur, *Theory of Interpretation, the Discourse and the Excessive Meaning*, translated by Saeed Al-Ghanemi, Arabic Cultural Center, Morocco, second edition, 2006, p.38

Giving and explaining the news through the introduction is not separated from the "location" of the introduction/message related to the broadcaster, the viewer (meaning the reader, whether he is listening or watching) or the message itself (meaning the introduction) according to the following template:

- The message and the messenger (broadcaster): In transmitting the message to the speaker through multiple sign instruments, the intent of the speaker overlaps with the meaning of the discourse. Understanding what the speaker means and what the discourse means becomes a single matter.
- The message and the listener: Transmitting the message to its receiver. According to Ricoeur, the relation of the text with the reader is as important as its relation with the writer.

- Transmitting the message-discourse to itself. "The discourse as an incident." (The discourse does not explain the incident, it becomes the incident).
- The message and the information medium: "Since the discourse is now connected to a material fact, it becomes more filled with spirit, meaning that it liberates itself from the face-to-face narrow verbal position."¹⁰

Therefore, the introduction, while being developed, is aware of its place and its location (within the news bulletin) and it assumes the receiver in advance.

5. Creating an audience to the content

"The response of the public is what makes a text important and indicative."¹¹

Who is the public? Is it the public that listens and watches radio and TV stations? The political and media divide, in its major part, lets us know in advance who the public is. It is as if the information medium addresses, first and foremost, its own public in order to "approve" and "convince." It also addresses the opposing public in order to "be convinced"; this is difficult to achieve for many reasons, including reasons relating to the public. It also is difficult because convincing is an argumentative skill that could be approved by the opposing public when the argument is really strong.

The introduction is addressed to the "ideal reader" mentioned by Umberto Eco who believed that the text expects (anticipates) the reader.

However, the cooperation established by the ideal reader with the text stems from the idea that the reader has in mind of the writer, meaning the side or the station that presents the introduction.

The text assumes that it knows the reader, and therefore, the highest possibility of the communicative potential of the text is achieved. On the other hand, the reader also, in the context of the political divisions, assumes that he knows the writer.

Therefore, the reader, in accepting the text when reading it, "builds a series of possible references that could match the potential of the text."¹²

Does this sharp division within political and partisan groups described also in the media lead to this match? As Umberto Eco says "I need a reader who has gone through the same experience as I did, or almost." The introduction, therefore, expects the reader's response.

10. Paul Ricoeur, p. 63

11. Ibid p. 64

12. Umberto Eco, *The Role of the Reader: Explorations in the Semiotics of Texts*, translated by Antoine Abou Zeid, Arabic Cultural Center, 1996, p. 61

Often times, the relationship between the sender and the receiver translates linguistically through the formula: "I tell him that."¹³

(Today, our sovereignty is threatened because some people still imagine that they are capable of excluding their partners, and follow the alternatives, simply by menacing to call on some brothers and friends against the majority of the Lebanese...Eleven years, and the goal is the same: to make us despair...lose hope...become blasphemous...to accept their equation:

either our clientelism will rule...or you will be buried under our garbage...In 14 March, and in every day of every quarter of every year...we tell them "No"...and we will keep yelling: freedom, sovereignty and independence, in the face of their garbage and their deals...) (OTV 14 March).

The ideal reader is the combination of the conditions that allow the text to be interpreted according to the purpose for which the information is delivered.

6.Return to the Past

Usage of memory is noticeable in reading the concepts used in news bulletins introductions... Images recalled from the past, vocabulary that refers us to the war or that is used again to describe the present as well as typical classification based on memory. What is also remarkable is this return to the past in times of crises, when security or political turbulences occur, etc.

a) The Recollections of the War

Paul Ricoeur raised the following problematic question: "What do we have recollections of? To whom does the memory belong?"¹⁴ In other words, "What do we remember? And 'who' remembers? Despite the established practice whereby "we give priority to ourselves in using our memory."¹⁵

In his books "Time and Narrative" and "Oneself as Another," the researcher Ricoeur studies the misuse of memory. He speaks of the manipulated memory and the binding memory (in politics), acting and narrating, the burden of history and non-historical matters, the relationship between memory and history, manipulated forgetfulness and memory, imposed forgetfulness (amnesty), until we reach the most important and the most difficult fact which constitutes the conclusion of Ricoeur's study: "The difficult pardon."

Ricoeur used more than 700 pages to develop this arduous topic relating to the past and the usages of the present, or, in other terms, "the usages of the past in the present time" through the "me or I" in the present that remembers the "past" and how to represent it.

This "mystery, which is the vestige that endures and then brings back the past, but in fact is a present similar to a past that is gone forever. The recollection comes back as an image and not as an indication of itself but of something else that is absent, or as a reminder of a fact that is no longer present."¹⁶

Often times, we call it the good old days. For instance, we recall the screen on Tele Liban in black and white with a feeling of nostalgia. The same thing happens when we recall the images of the television news bulletins in the broadcast, or even in the not so distant past years. The past is not isolated from its usages whatsoever, negatively or positively. However, what is predominant in news bulletins introductions is the tendency toward the negative.

13.Ibid, 1996

14.Paul Ricoeur, *Memory, History and Forgetting*, translated by George Zeinati, 2009, p. 31

15.Ibid, p. 31

16.(Aristotle and the Greek Heritage) See the introduction of the previous reference

b) The Memorial

The twentieth century was full of violence, but at the same time, many ceremonies took place in memory of a certain event, to remember a certain date, recognize it and express loyalty to it. On many occasions, the attendees observe a moment of silence to remember someone or an event that is usually painful; this is common practice. There is also another practice known as “figurative tradition” whereby statues are erected in memory of martyrs or to commemorate a victory. A visit to a grave is also another common practice.

In our monitored sample, the majority of the media reported the anniversary of the 14th of February and the 14th of March in their introductions. However, the memory of the war was not present in specific dates but through the return to military, battlefields, security and accusatory terms.

c) Remembering

By definition, memory is the capability of humans to recollect information. Its absence means weakness and its existence is a source of good health and strength. It is the act of how to “recall” and “manage” the past.

The act of remembering includes all these questions that require consideration. The question: whether memory is fair is but an additional difficulty to the act.

An anniversary “could be called recollection, act of thinking or remembrance. Therefore, the anniversary sometimes exists and some other times, it must be looked for. It exists on indicative and deliberative crossroads. For a person to remember, it means that this person has something to remember or that he/she searches for memories... This duality in the cognitive and the deliberative approaches has a large impact on the claim that memory is loyal to the past: This claim determines the accuracy of the memory which, later on, should be compared with factual history... Taking into consideration the deliberative memory which assumes that remembering something specific means doing something, will play a role in disrupting all the problems of truth and honesty: There is a possibility of abuse that will certainly be added to the sources of usages and habits of the cognitive memory in its deliberative theme.”¹⁷ This is the reason for researching “what” do we remember, “who” is the one who remembers and “how” does this person remember.

17. Paul Ricoeur, *Memory, History and Forgetting*, translated by George Zeinati, 2009, p. 32

d) Identity

French sociologist and philosopher Maurice Halbwachs¹⁸ linked the “personal memories of an individual to the society to which this individual belongs. He also considered that the social framework – created by the culture of a certain society- ensures the establishment of a collective pattern that allows for individual experiences to be remembered and explained.”¹⁹ Halbwachs was the first to look at memory as “a sociological and cultural phenomenon and explained culture and identity as a result of an active self-understanding and as a collective appropriation of the past. He did not look at it as a biological inheritance as it was expressed by his peers and by his professor Emile Durkheim and Freud.”²⁰

According to Halbwachs, individuals go back to social frames of reference in evoking the past. Thus, their recollections have a reference and collective character which puts individual recollections within a social framework as a consequence of the interaction of the individual with his environment. Societies are composed of groups, and each of these diverse groups has its special memory which is common to all the members of that group. Halbwachs considers that the “collective memory of a certain group is a condition for the existence of this very group, since this group establishes its identity through the act of recollection. This collective identity is therefore a result of the common interpretation of the past of this group. In other words, the supra-individual identity is created by the common recollection of this social group’s past. Thus, we can say that the collective memory is the memory of the common recollections or the combination and sum of these recollections in a given human society. Here, too, the function of the collective memory appears clearly, as Halbwachs sees it, and it manifests itself by establishing the “identity” of the society and ensuring its continuity.”²¹

The question of identity in relation to memory raised some concern with Amin Maalouf, based on his personal experience, and posed a general problem that every person faces: “It sometimes happens to me that I ‘scan my identity’ the same way others ‘scan’ their conscience... It is not my purpose to find, deep into myself, a sense of belonging with which I can identify...I use, however, an opposite method: I search in my memory for the greatest amount of elements of my identity, I sum them up, classify them and don’t ignore any of them.” Therefore, it is not strange that his book is titled “In the Name of Identity.”²²

Usages related to Lebanon’s troubled past are not free from violence. How, then, do we view the violent terms used with all these suggestions? How do we read contents of texts that exclude the others, minimize them or accuse them without trying to unify or open a dialogue with those who differ in their views?

The recollections that linger following the hearing of violent terms make violence and information the dilemma that occupies the largest space in dealing with this issue.

The instruments of violence have made great technical progress in the world to the point where it is no longer possible to say that there is a political purpose corresponding to their destructive capability. Neither can we now justify their use in armed conflicts.

18. Maurice Halbwachs, *Les Cadres Sociaux de la Memoire*, Albin Michel, 1994

19. Zuhair Sukah, *The Concept of Collective Memory with Maurice, Halbwachs*, *Modern Dialogue*, 5 December 2006.

20. Ibid

21. Ibid

22. Amin Maalouf, *In the Name of Identity, Violence and the Need to Belong*, translated by Nabil Mohsen, published 1999, p. 19

Therefore, we see that the wars, which constituted in the past a final judgment with no mercy in international conflicts, have now lost a good part of their efficiency as well as most of their shining glory. Do the violent terms used stir problems and transmit them to the public opinion?

Are they an instrument or a verbal strategy aiming to complete a war that has ended on the battlefield? Are they meant to assign a dramatic aspect to the events? Or are they meant to be a method of talking loudly, albeit unconsciously, of a wound that is still fresh, and relates to a memory? These are a few of so many questions about more global concepts.

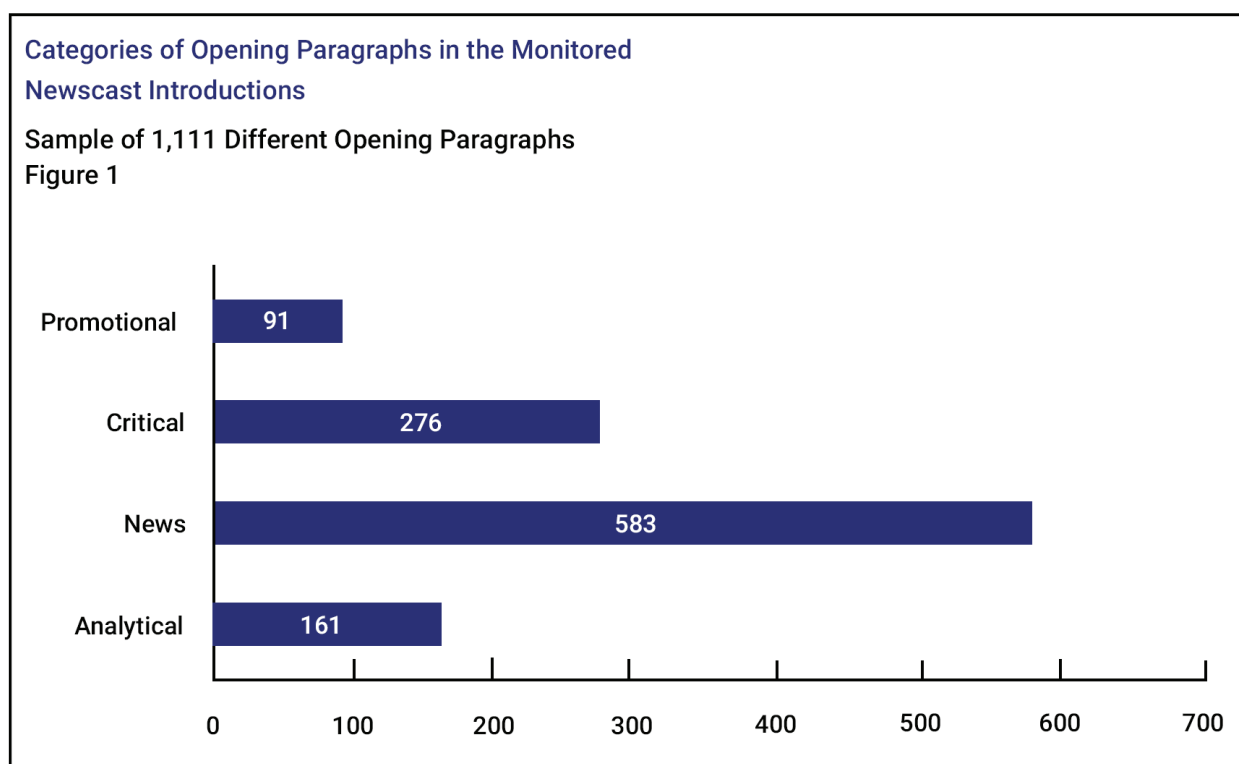
PART II:

QUANTITATIVE ANALYSIS OF

NEWS BULLETINS INTRODUCTIONS

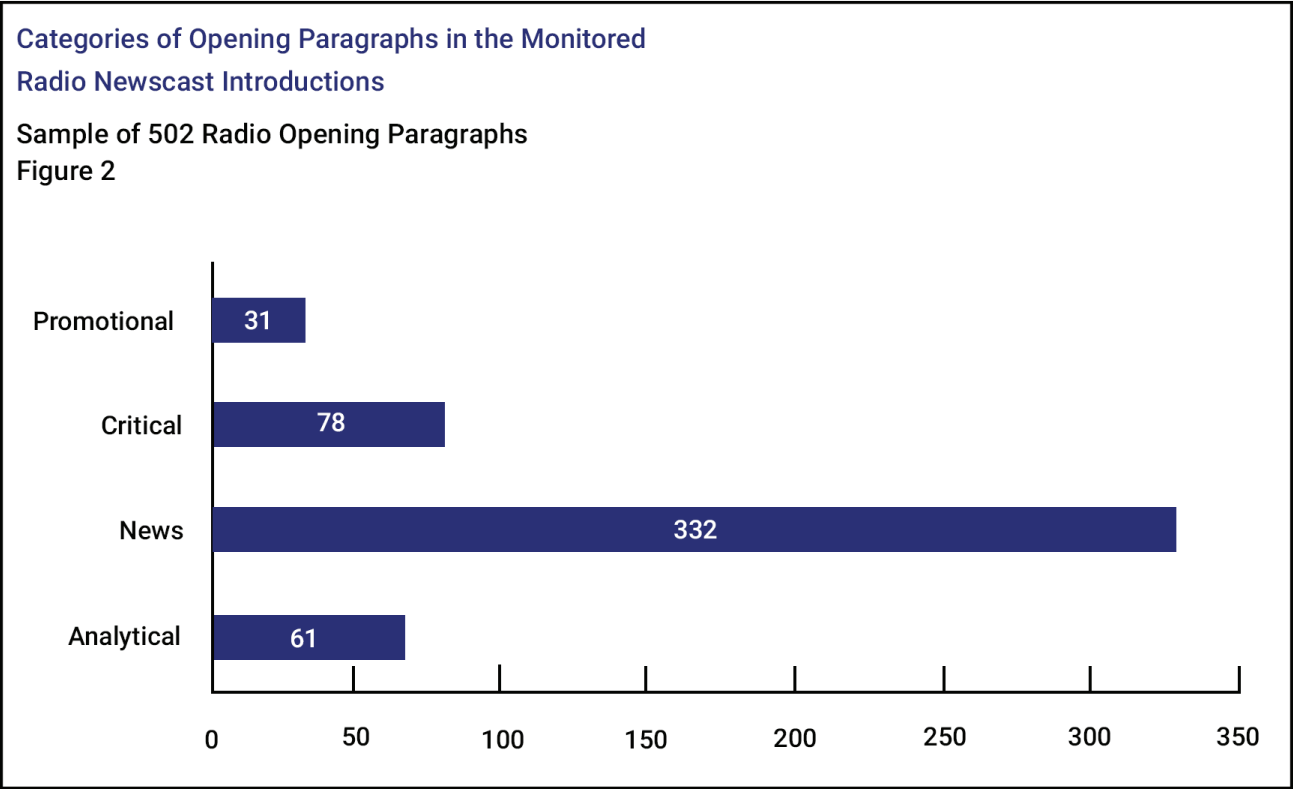
This chapter exposes the quantitative analysis of the information media that the study monitored during February and March 2016. It presents charts that facilitate understanding the results of the analysis of different categories of the monitored radio and television news bulletins introductions (news, analytical, oriented promotional discourse and oriented critical discourse). It also includes a detailed distribution of these types of introductions as well their length in comparison to the news bulletins while, at the same time, it identifies the targeted groups, locally and abroad.

1- Categories of Opening Paragraphs in Radio and Television News bulletins Introductions



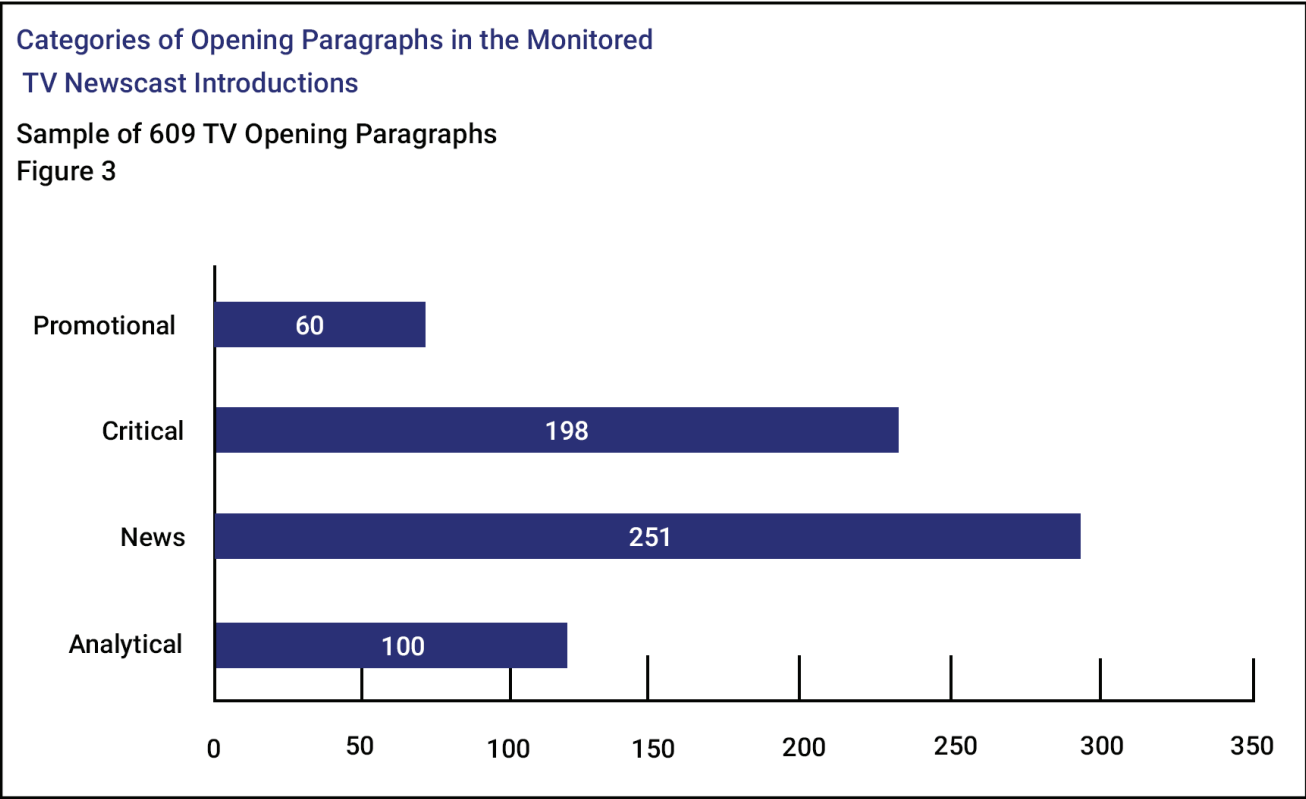
The majority of the 1,111 radio and television newscast introductions were about news (52.47%), followed by oriented critical introductions (24.84%) then analytical introductions (14.49%) and finally oriented promotional discourse (8.19%).

2- Categories of Opening Paragraphs in Radio Newscast Introductions



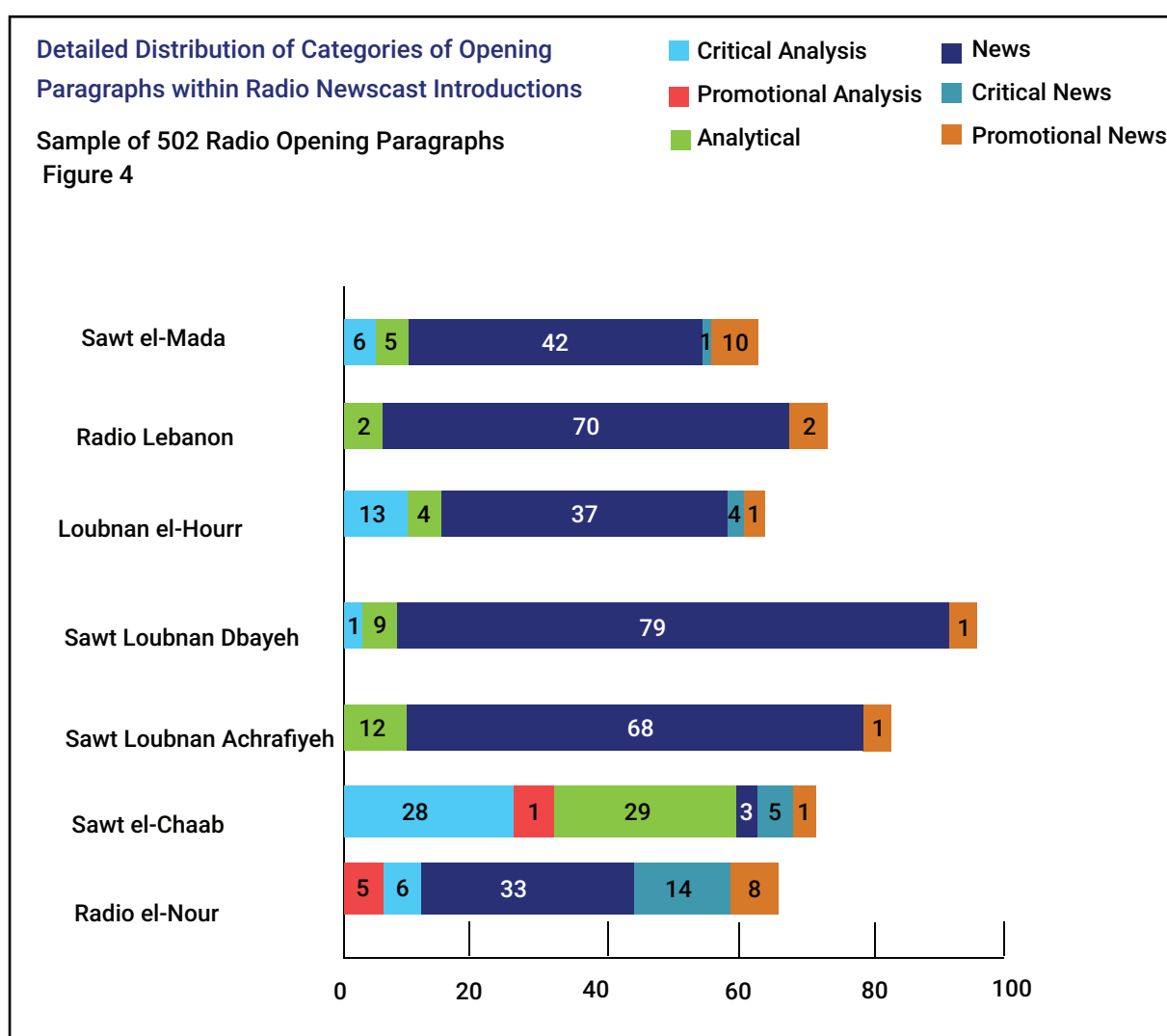
What is remarkable here is the fact that news per se is the predominant category in our sample of 502 monitored radio stations (66.13%) while the promotional type is the least (6.17%). The analytical was 12.15% and the critical 15.53%.

3- Categories of Opening paragraphs in Television Newscast Introductions



We notice here that the category of news occupies the highest proportion (41.21%) of the sample of 609 TV outlets monitored. The promotional type is the least (9.85%). However, it is remarkable that the category of oriented critical discourse (32.51%) is not that distant from the news category. The analytical category is 16.42%.

4- Categories of Opening Paragraphs in Radio News bulletins Introductions



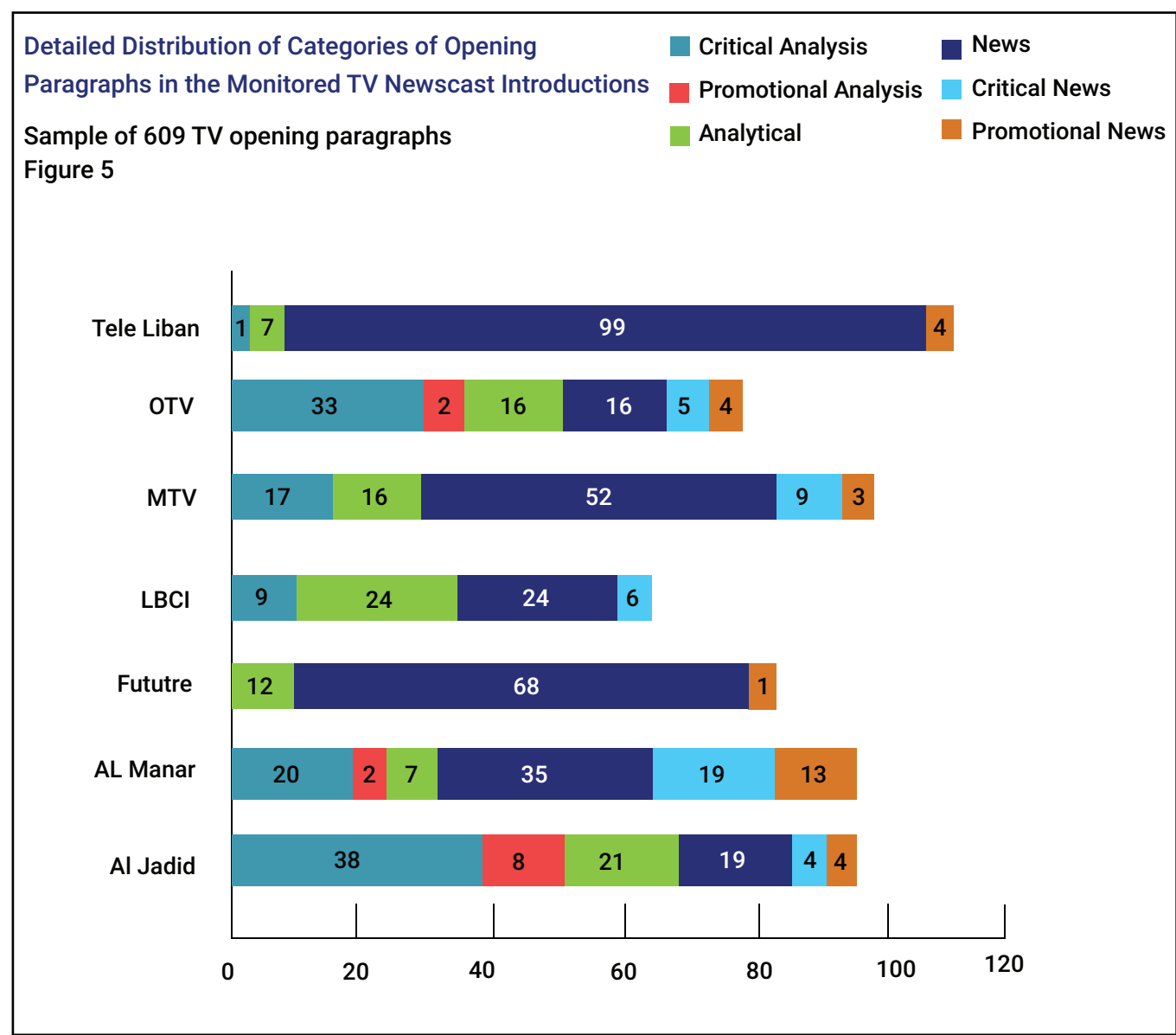
In a total of 502 radio opening paragraphs, the categories were as follows:

News	66.13%
Analytical	12.15%
Oriented Critical Analysis	10.55%
Oriented Critical News	4.98%
Oriented Promotional News	4.78%
Oriented Promotional Analysis	1.39%

The highest proportion was for the news among all the introductions opening paragraphs:

Sawt-Loubnan, Dbayeh	79
Radio Lebanon	70
Sawt-Loubnan, Achrafieh	68
Sawt al-Mada	42
Loubnan al-Hurr	37
Radio al-Nour	33
Sawt al-Chaab	3

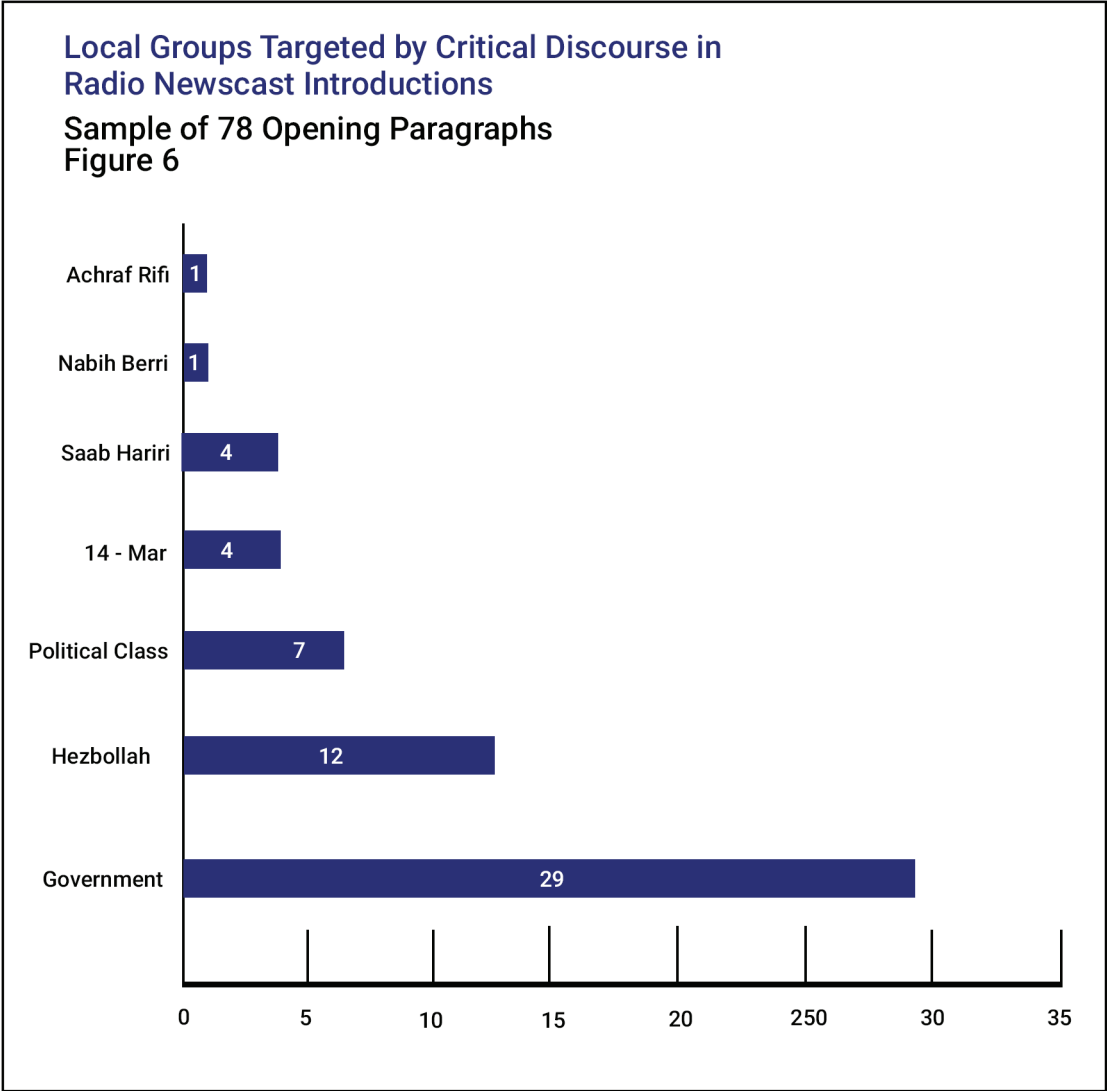
5- Categories of Opening Paragraphs in Television Newscast Introductions



Out of 609 opening paragraphs in Television news bulletins, the following proportions were registered:

News	41.3%
Oriented Critical Analysis	24.95%
Analytical	18.06%
Oriented Critical News	7.55%
Oriented Promotional News (35)	5.74%
Oriented Promotional Analysis	4.9%

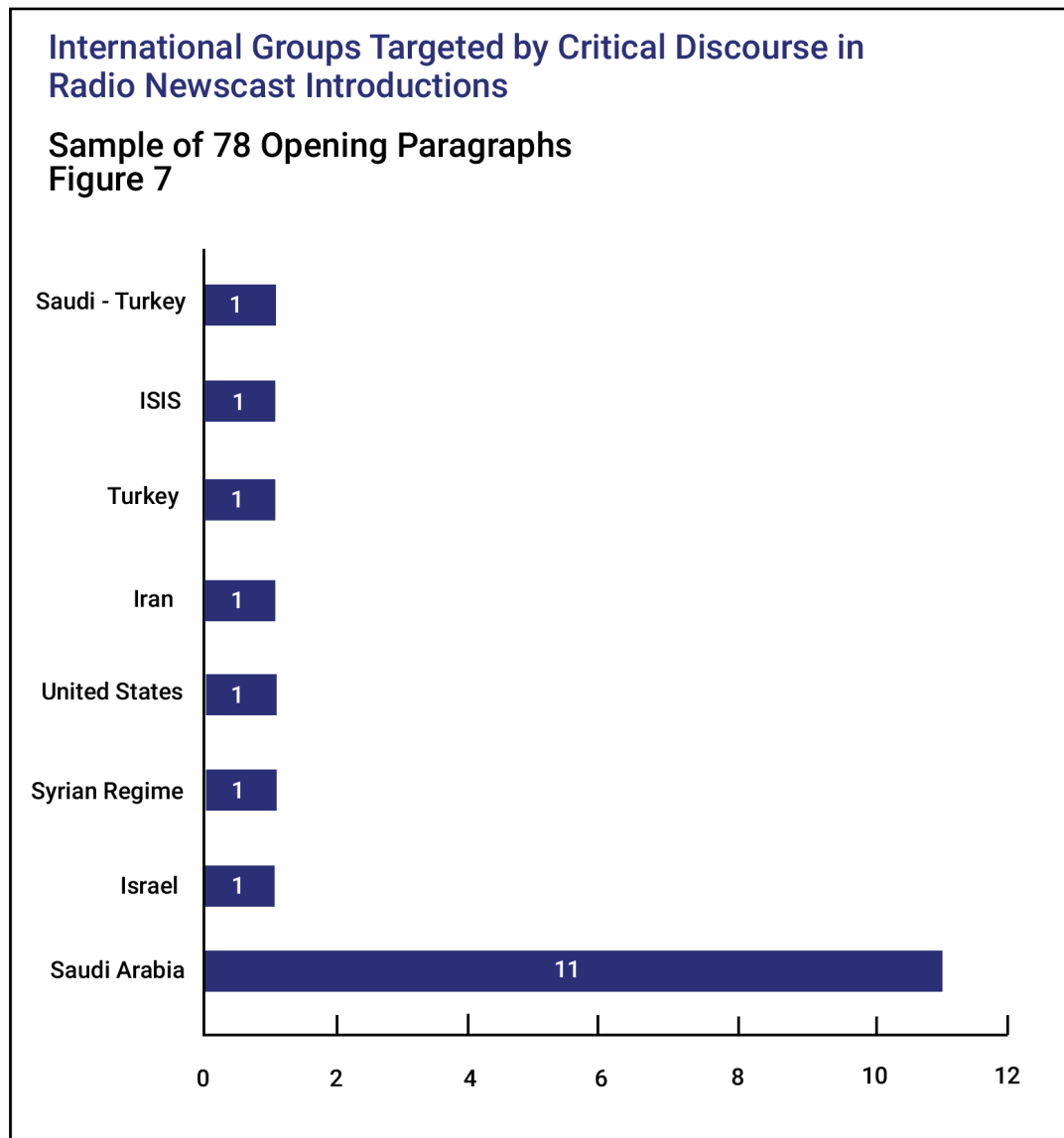
6- Local Groups Targeted by Critical Discourse in Radio Introductions



The sample, composed of 78 opening paragraph, includes oriented critical news discourse and oriented analytical critical discourse:

Government	37.17%
Hezbollah	15.38%
Political Class	8.97%
14 March	5.12%
Former Prime Minister and Head of the Future Movement	5.12%
Speaker Nabih Berri	1.28%
Minister of Justice Achraf Rifi	1.28%

7- International Groups Targeted by Critical Discourse in Radio Introductions

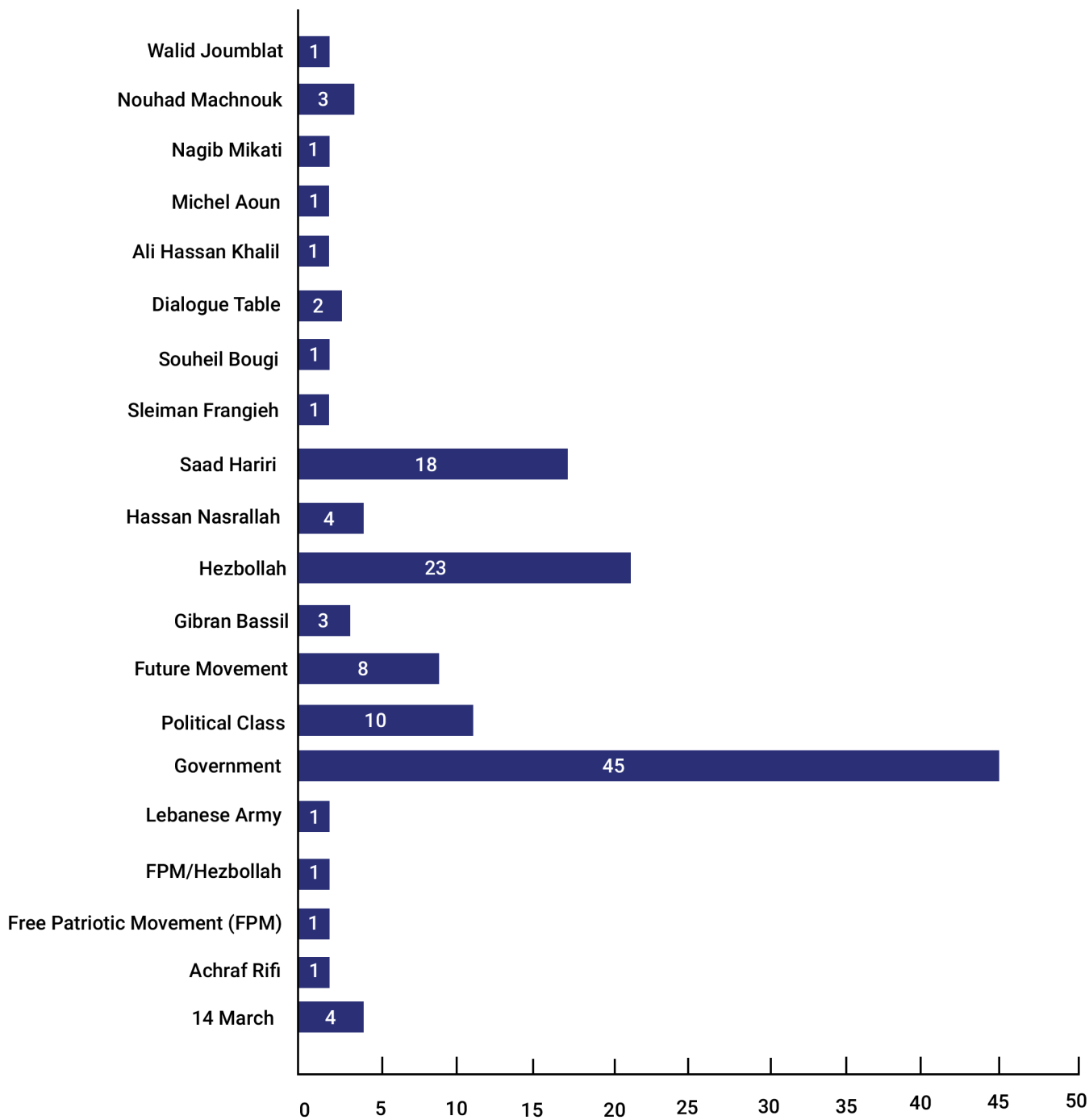


Saudi-Arabia alone registered the highest proportion (14.10%) of the total of 78 opening paragraphs of the radio news bulletins introductions. Saudi-Arabia and Turkey together, then Turkey alone, ISIS (Daesh), Iran, USA, the Syrian regime and Israel registered a proportion of 1.28% each. The study showed that, among the targeted groups, Turkey and Saudi Arabia together registered a proportion of 1.28%, Turkey alone 1.28% and Saudi-Arabia alone had the highest proportion with 14.10%

8- Local Groups Targeted by Critical Discourse in Television Introductions

Local Groups Targeted by Critical Discourse in TV Newscast Introductions

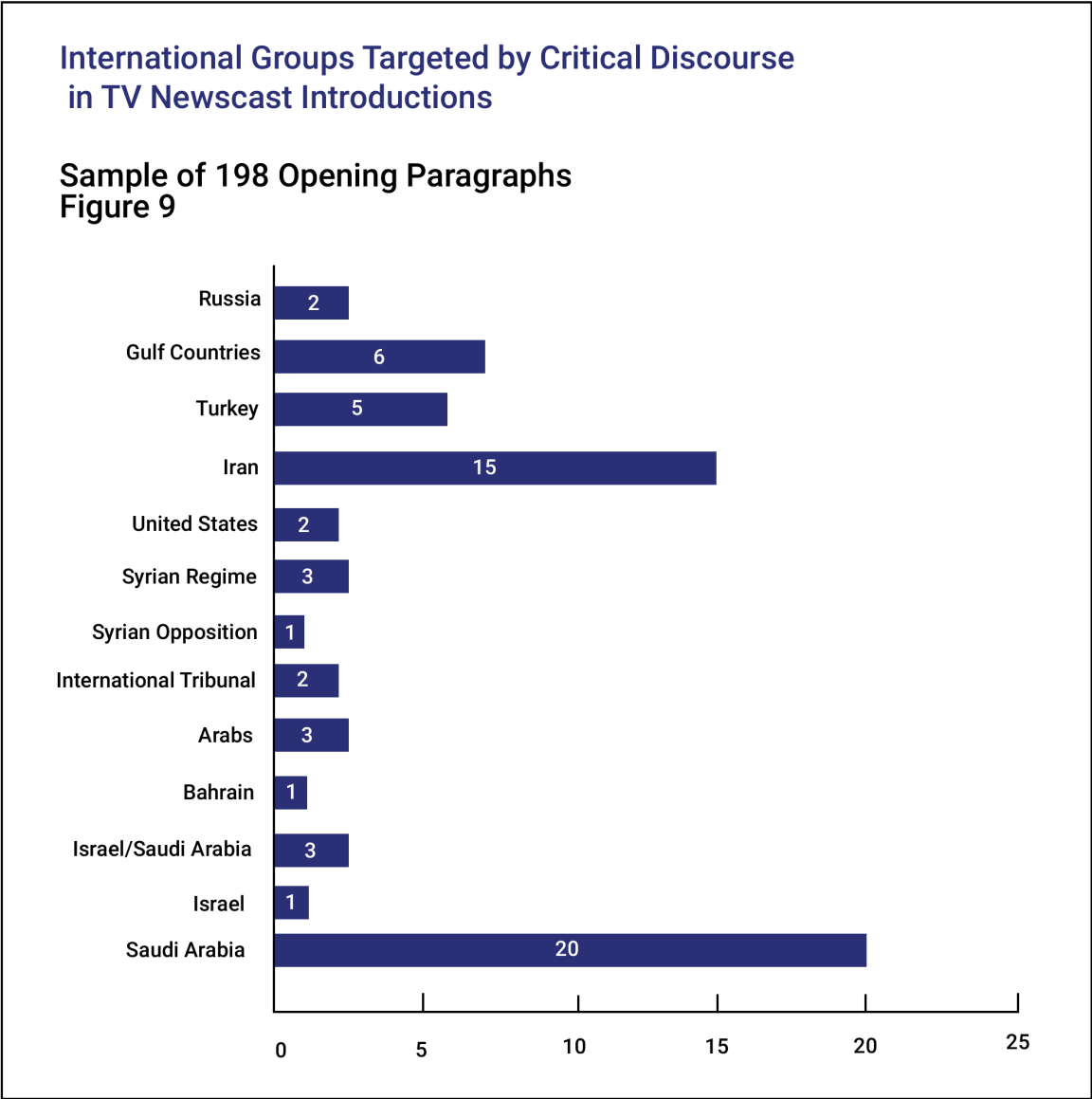
Sample of 198 Oriented Critical Opening Paragraphs
Figure 8



In a sample of 198 opening paragraphs of oriented critical news discourses and oriented analytical critical discourses, the following results were registered:

Government	22.72%
Hezbollah	11.61%
Former Prime Minister and Head of the Future Movement Saad Hariri	9.09%
Political Class	5.05%
Future Movement (Al-Moustaqbal)	4.04%
14 March	2.02%
S G of Hezbollah Sayyed Hassan Nasrallah	2.02%
Foreign Affairs Minister and Head of Free Patriotic Movement Gibran Bassil	1.51%
Interior Minister Nouhad Machnouq	1.51%
Dialogue Table	1.01%
Head of Progressive Socialist Party Walid Joumblat	0.05%
Former Prime Minister Nagib Mikati	0.05%
Former Head of Free Patriotic Movement	
MP Michel Aoun	0.05%
Finance Minister Ali Hassan Khalil	0.05%
SG of Council of Ministers Souheil Bougi	0.05%
Head of Al-Marada Movement Sleiman Frangieh	0.05%
Lebanese Army	0.05%
Free Patriotic Movement/Hezbollah	0.05%
Free Patriotic Movement	0.05%
Justice Minister Achraf Rifi	0.05%

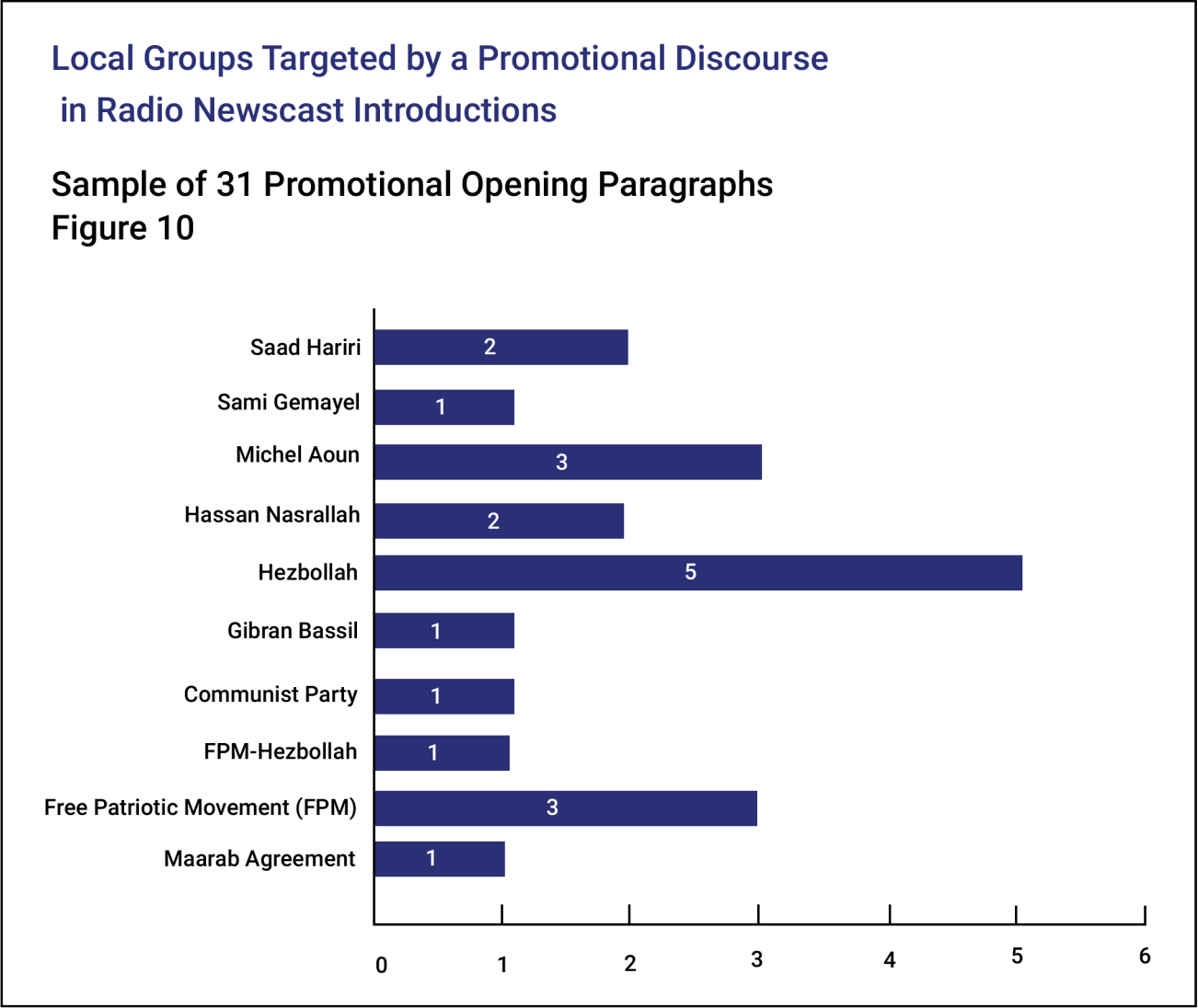
9- International Groups Targeted by Critical Discourse in Television News bulletins Introductions



In a sample of 198 opening paragraphs of oriented critical news discourses and oriented analytical critical discourses, the following proportions was registered:

Saudi Arabia	10.10%
Iran	7.57%
Gulf Countries	3.03%
Turkey	2.52%
Israel/Saudi Arabia	1.51%
Arabs	1.51%
Syrian Regime	1.51%
Russia	1.01%
USA	1.01%
International Tribunal	1.01%
Syrian Opposition	0.50%
Bahrain	0.50%
Israel	0.50%

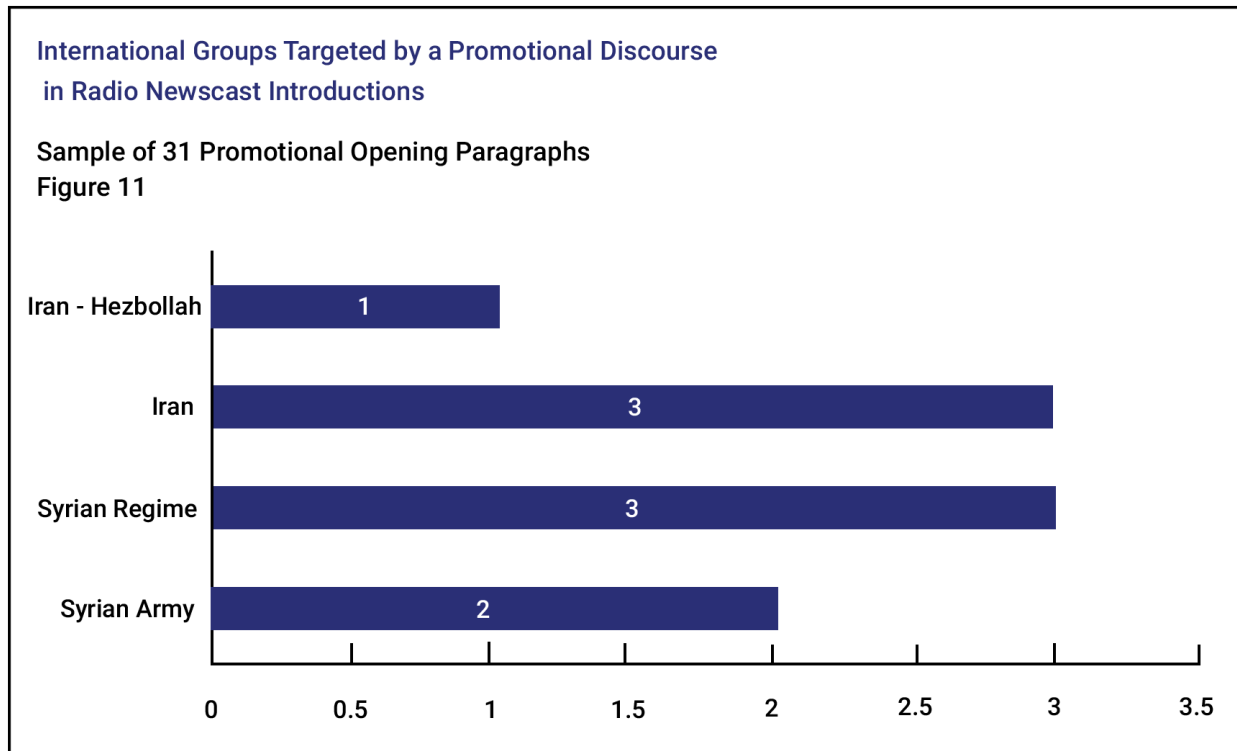
10- Local Groups Targeted by Promotional Discourse in Radio News bulletins Introductions



In a sample of 31 paragraphs of news, promotional, analytical and critical radio news bulletins introductions, the following distribution was registered:

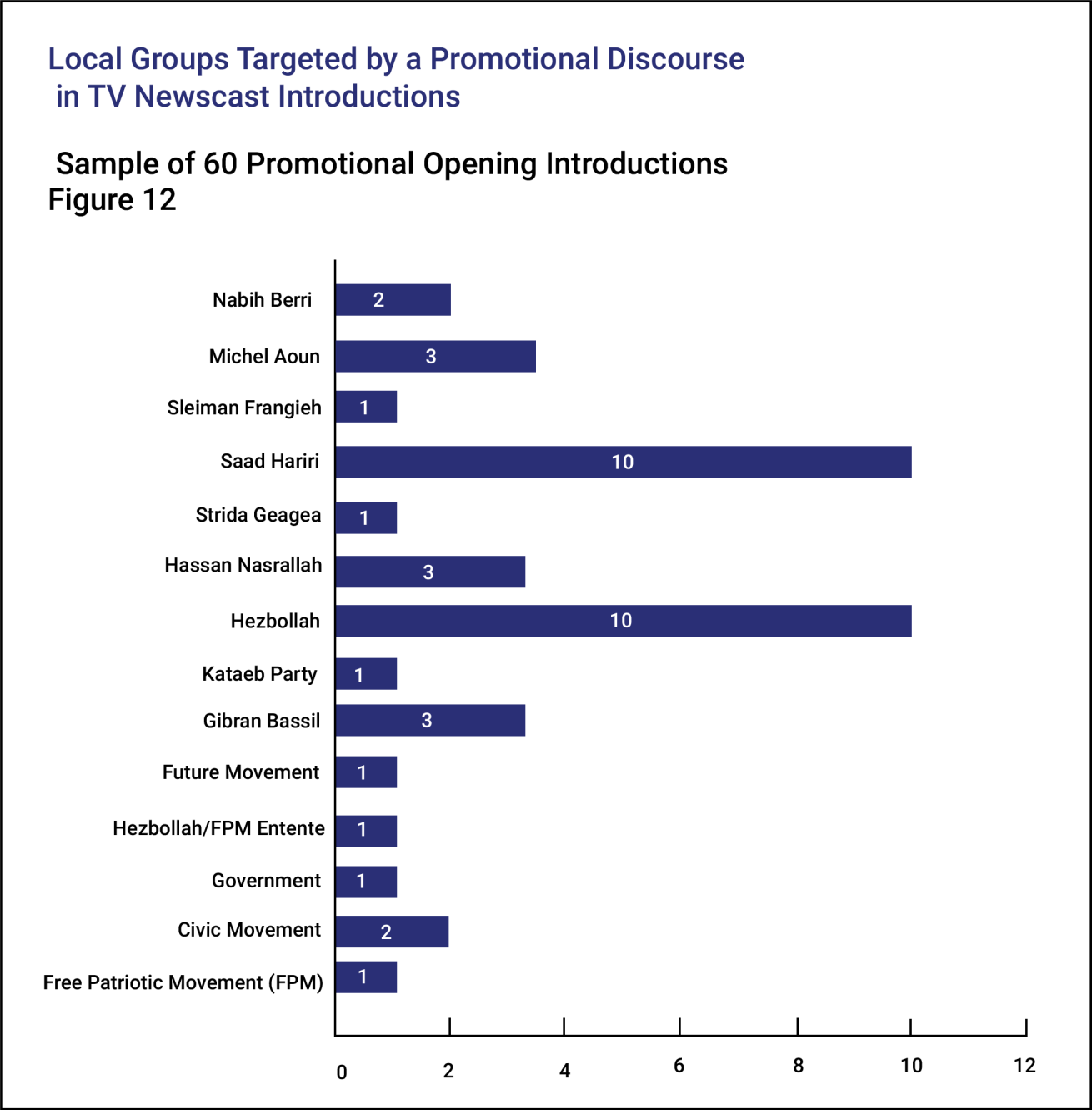
Hezbollah	16.12%
Former Head of Free Patriotic Movement and MP Michel Aoun	9.67%
Free Patriotic Movement (FPM)	9.67%
Former Prime Minister and Head of the Future Movement Saad Hariri	6.45%
SG of Hezbollah Sayyed Hassan Nasrallah	6.45%
Head of Kataeb Party Sami Gemayel	3.22%
Head of Free Patriotic Movement and Minister of Foreign Affairs Gibran Bassil	3.22%
Communist Party	3.22%
Free Patriotic Movement-Hezbollah	3.22%
Maarab Agreement	3.22%

11-International Groups Targeted by Promotional Discourse in Radio News Bulletins Introductions



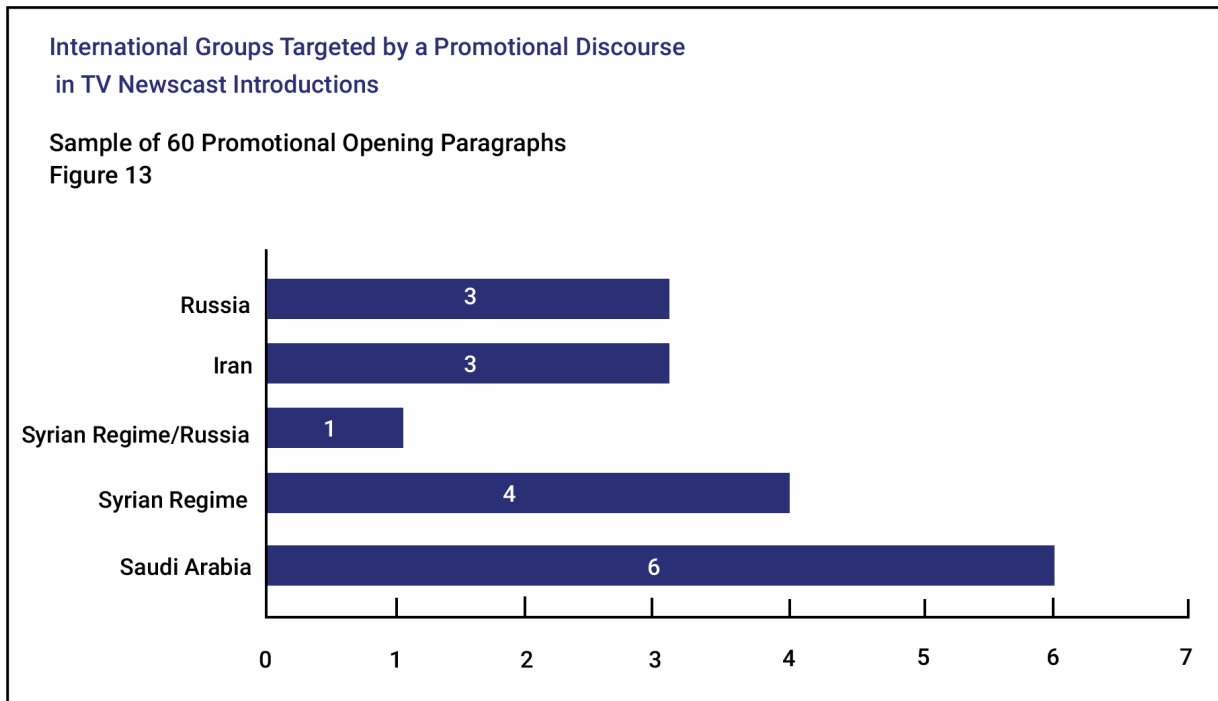
In a sample of 31 news, promotional and analytical radio news bulletins introduction paragraphs, Iran and the Syrian Regime registered the most, with a proportion of 9.67% for each, followed by the Syrian Army (6.45%), then Iran/Hezbollah (together as one group) with a proportion of 3.22%

12- Local Groups Targeted by a Promotional Discourse in Television News bulletins Introductions



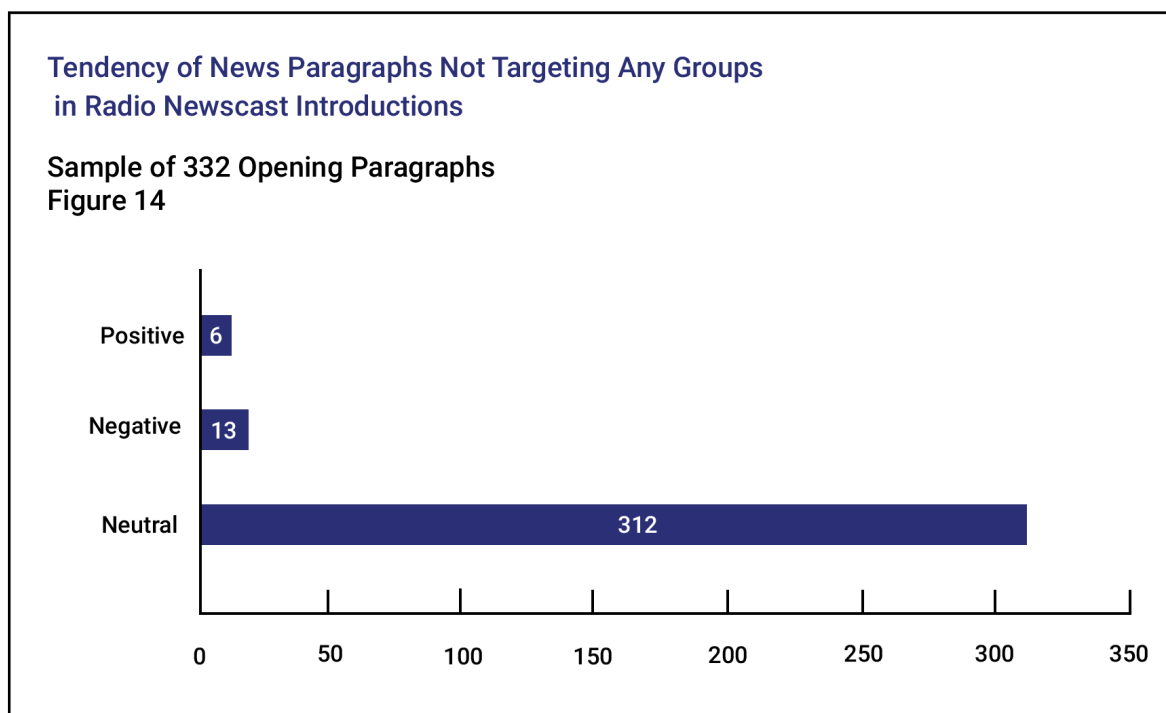
In a sample of 60 paragraphs of television promotional and analytical news bulletins introductions, the results were: same proportion for Saad Hariri and Hezbollah 16.66% each; same proportion for Michel Aoun, Hassan Nasrallah and Gibran Bassil, 5% each; same proportion for Nabih Berri and the Popular Movement, 3.33% each; and finally, 1.66% for each of: Sleiman Frangieh, Strida Geagea, Kataeb Party, Future Movement, Hezbollah-Free Patriotic Movement entente, Government and Free Patriotic Movement.

13- International Groups Targeted by Promotional Discourse in Television News Bulletins Introductions



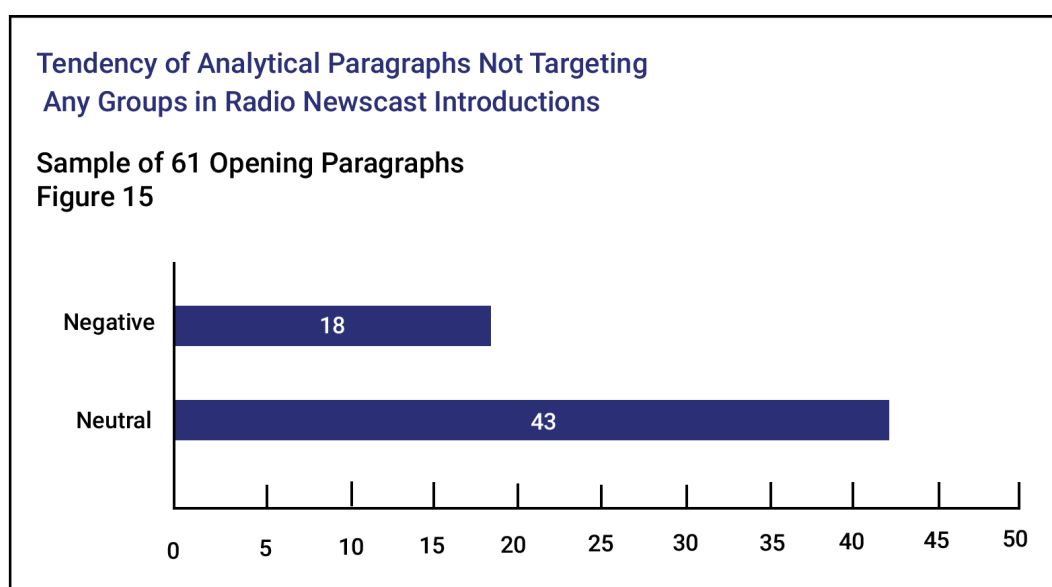
In a sample of 60 promotional and analytical television news bulletins introductions, Saudi-Arabia came in first with a 10% proportion, followed by the Syrian Regime with 6.66%, then Iran and Russia with 5% each. The lowest proportion was for the Syrian Regime-Russia together as a group with 1.66%

14- Tendency of News Paragraphs Not Targeting any Groups in Radio Introductions



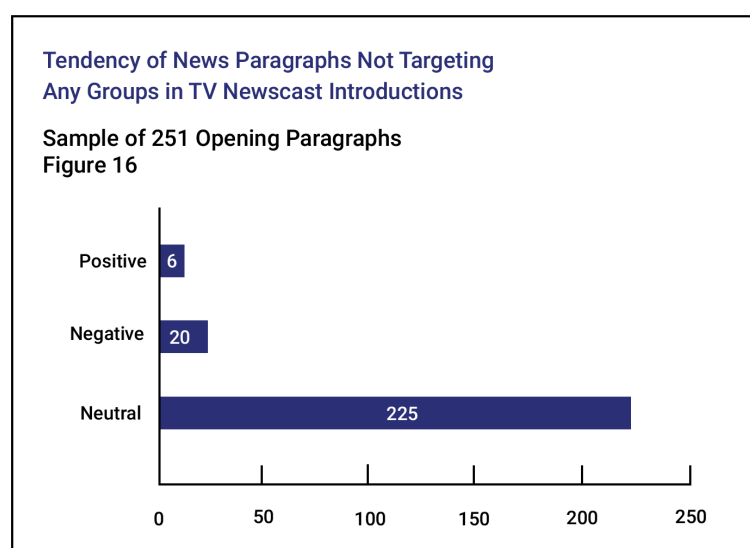
In a sample of 332 radio news bulletins introductions not targeting any groups, the highest proportion was for neutral tendency with 93.97% and the lowest for the positive with 1.80%. The negative was not that distant from the positive with a proportion of 3.91%.

15- Tendency of Analytical Paragraphs Not Targeting Any Groups in Radio News Bulletins Introductions



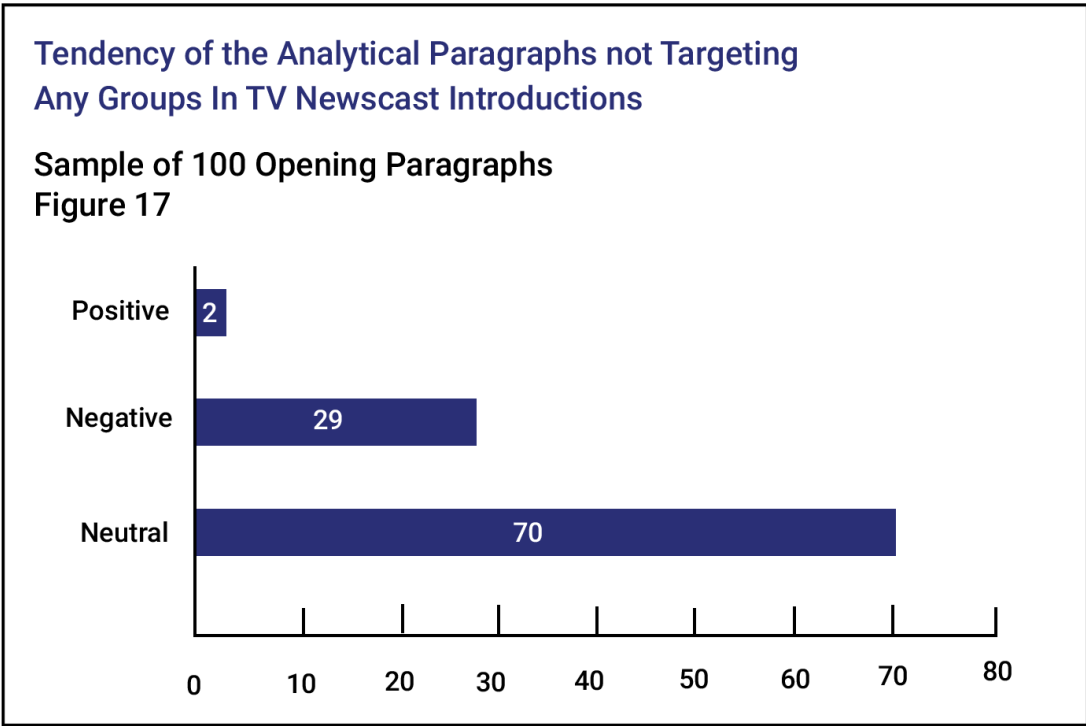
In a sample of 61 analytical paragraphs not targeting any groups in radio news bulletins introductions, the majority was for the neutral (70.49%) followed by the negative (29.50%), with an absence of the positive.

16- Tendency of News Paragraphs Not Targeting Any Groups in Television News Bulletins Introductions



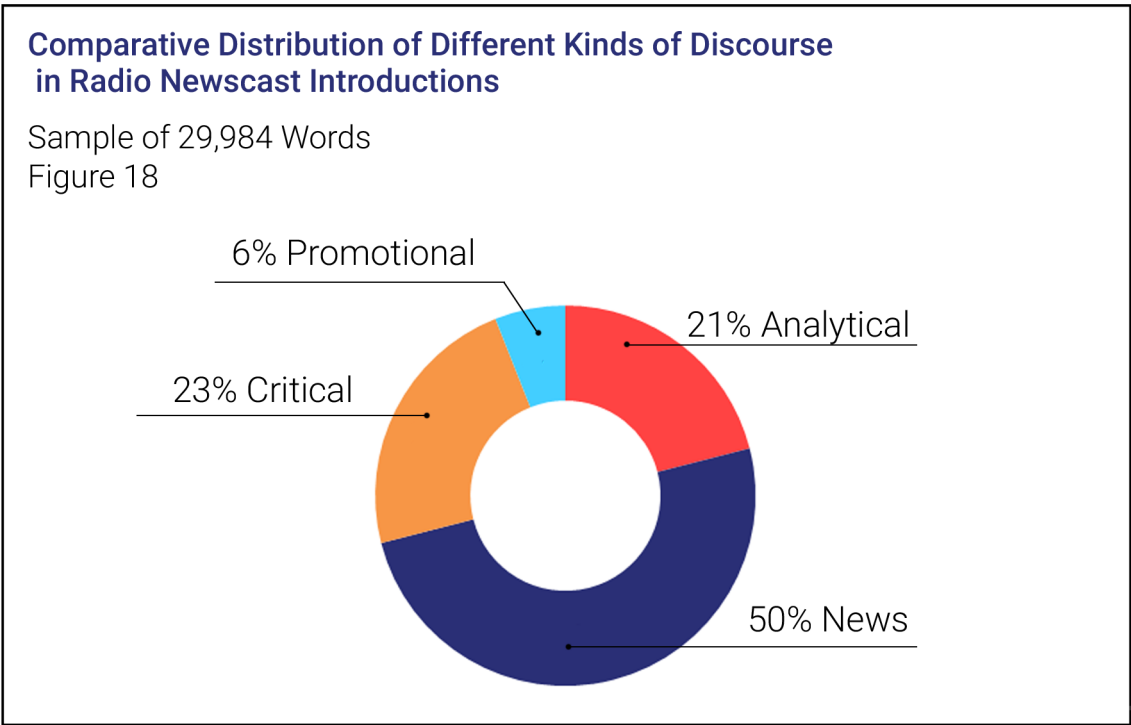
In a sample of 251 news paragraphs not targeting any groups in television news bulletins introductions, the highest proportion was for the neutral (89.64%), distantly followed by the positive which registered the lowest proportion (2.39%). The negative news paragraphs (7.96%) were closer to the positive than it was to the neutral.

17- Tendency of the Analytical Paragraphs Not Targeting Any Groups in Television News Bulletins Introductions



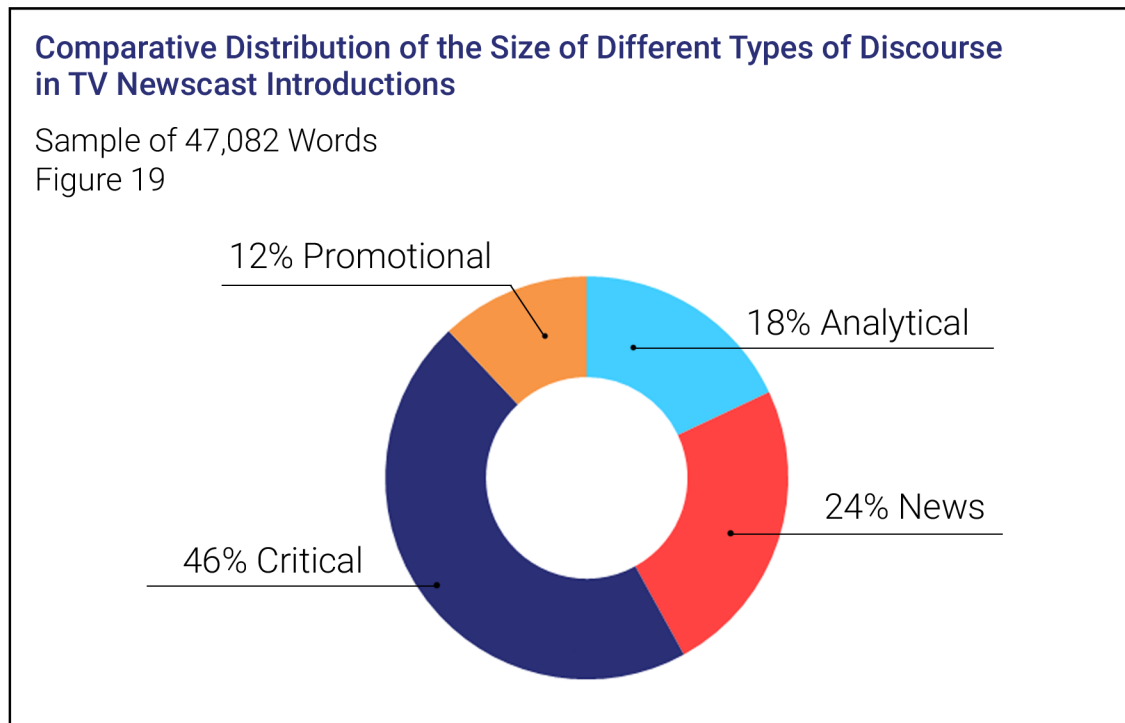
In a sample of 100 paragraphs of analytical introductions not targeting any groups, the results showed that 70% were neutral, 29% were negative and 2% were positive.

18- Comparative Distribution of the Discourse Length in Radio News Bulletins Introductions



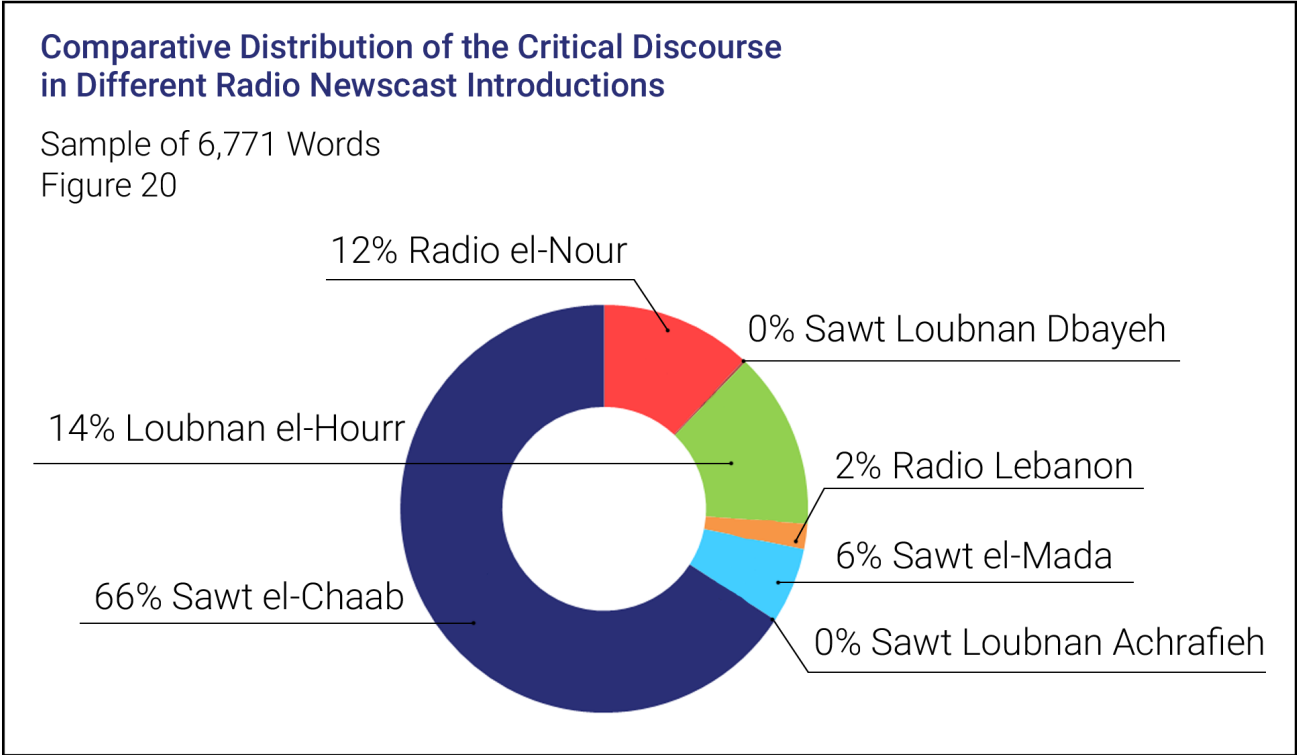
The study sample included 29,984 words of radio news bulletins introductions. The highest proportion was for the news per se, and it did not exceed 50%.

19- Comparative Distribution of the Size of the Discourse in Television News bulletins Introductions



Unlike the results registered in radio news bulletinss, the highest proportion in television was for the critical discourse (46%), followed by news per se (24%). The results in the two media were similar, registering the lowest proportion for promotional discourse.

20- Comparative Distribution of Critical Discourse in Different Radio News bulletins

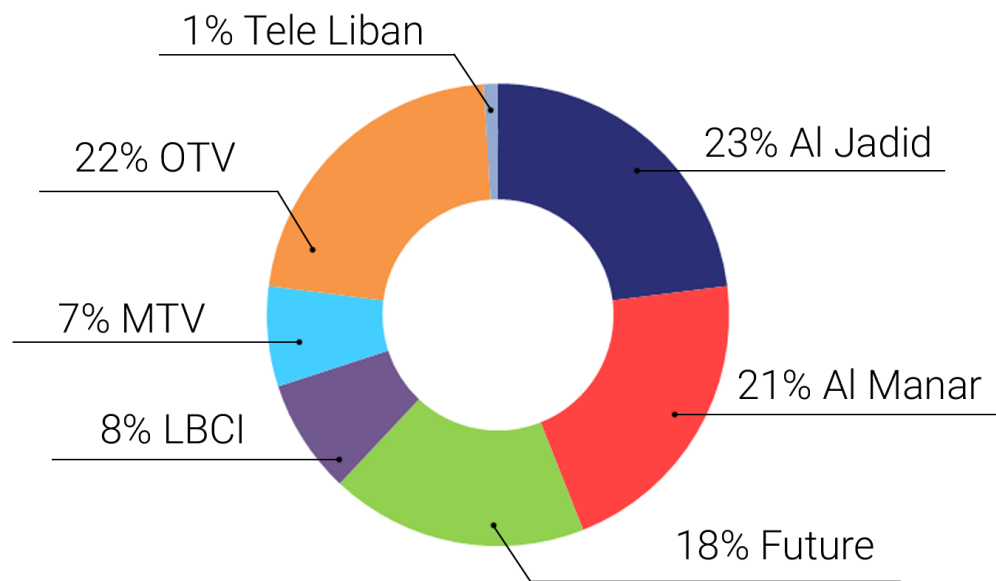


In a sample of 6,671 words of critical discourse in radio news bulletins introductions, Radio Sawt Al-Chaab had the highest proportion, while Sawt Loubnan Dbayeh had the lowest, with an absence of this kind of discourse in Sawt Loubnan Achrafieh.

21- Comparative Distribution of Critical Discourse in Television News bulletins Introductions

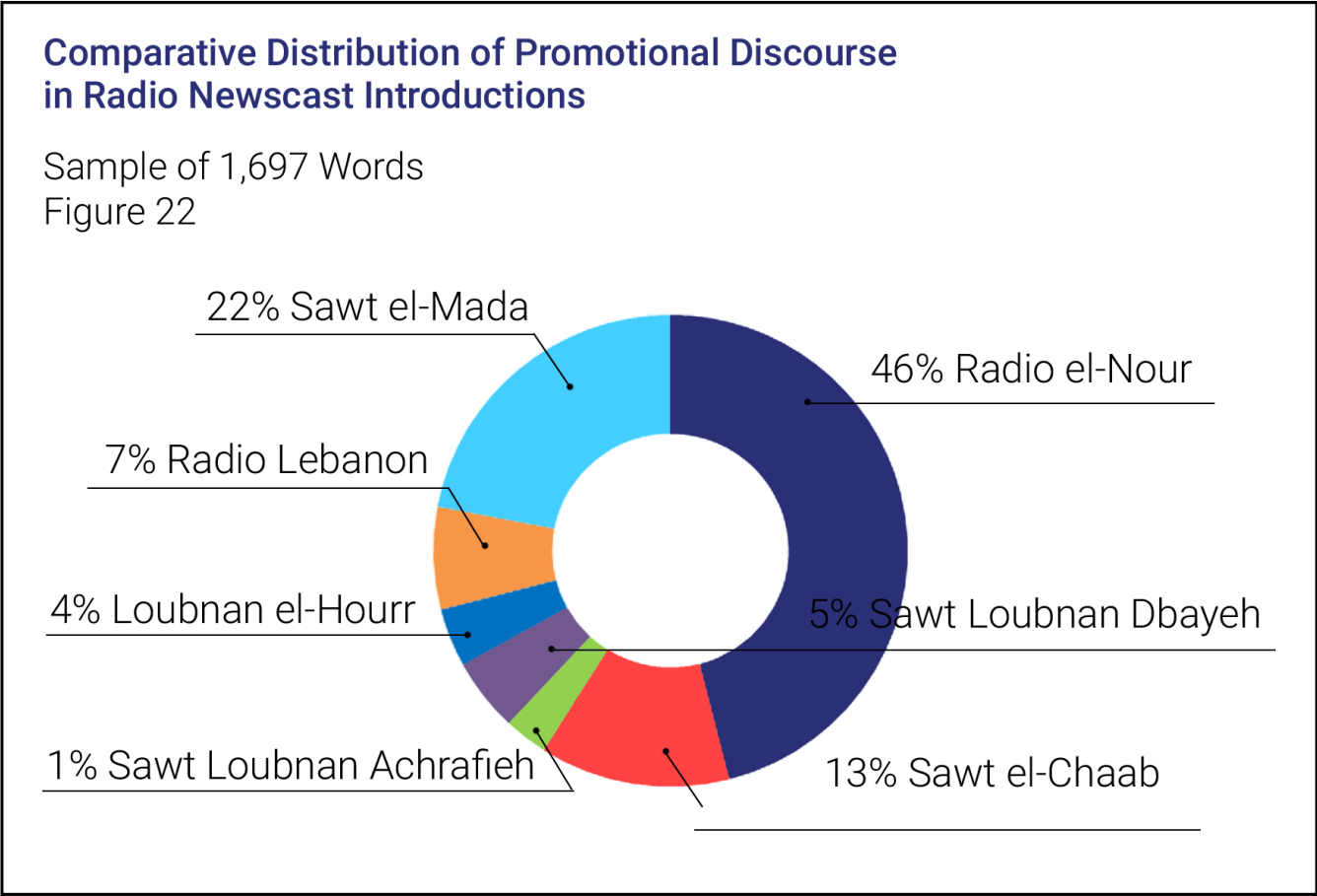
Comparative Distribution of Critical Discourse in Television Newscast Introductions

Sample of 21,804 Words
Figure 21



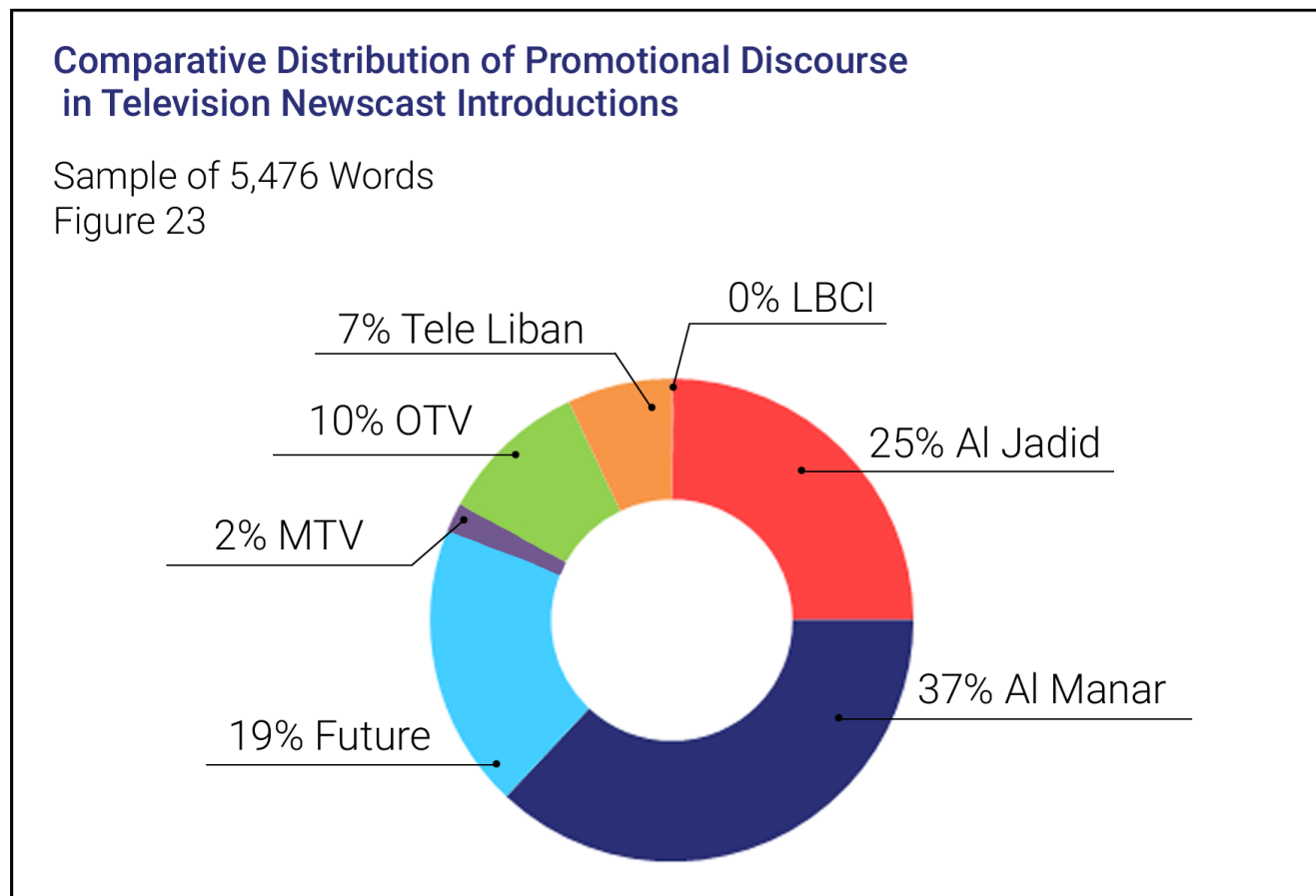
In a sample of 21,804 words of critical discourse in television news bulletins introductions, the results were comparable in Al-Jadeed, Al-Manar, OTV and Al-Mustaqbal on one side and LBCI and MTV on the other.

22- Comparative Distribution of Promotional Discourse in Radio News bulletins Introductions



In a sample of 1,697 words of promotional discourse in radio news bulletins introductions, Radio Al-Nour registered the highest proportion, almost half of the total in comparison to the other radio stations. The lowest proportion was for Radio Sawt Loubnan, Achrafieh.

23- Comparative Distribution of Promotional Discourse in Television News bulletins Introductions



In a sample of 5,476 words of promotional discourse in television news bulletins introductions, Al-Manar station registered the highest proportion, and, together with Al-Jadeed station, they both registered more than half the promotional discourse. MTV registered the lowest proportion, with an absence of the promotional discourse in LBC introductions.

PART III:

ANALYSIS OF THE CONTENT

The third part of our study is based on the quantitative results shown in Part II and it analyzes the contents of these results. Our monitoring demonstrated that the news bulletins introduction is a principal part of the radio and television news bulletins. Its length, though different from one outlet to the other, is worth noting.

The second part of the study exposed different categories of introductions of the monitored radio and television news bulletins: news per se, analysis, promotional news, critical news, promotional analysis and critical analysis. It also showed the detailed distribution of these categories in different radio and television news bulletins. Moreover, it identified tendencies of analytical and news paragraphs not targeting any groups or individuals, in terms of negative, positive or neutral, while also showing the proportions for each of these tendencies.

The distribution of the volume of the critical discourse and that of the promotional discourse in the radio and television news bulletins introductions was shown in the second part of this study. The proportion of locally, regionally and internationally targeted groups in critical and promotional discourse in the news bulletins introductions was also exposed in that part of the study.

By observing the terms used in introductions and based on the main question of the relationship between the introduction and civil peace, the study detected the influence of the war in a verbal strategy developed at several levels, whether clearly expressed or tacit. In the analysis of the content, the core of the introduction is not limited to the significance of the words used and their implication, but also to the performance.

1. Writing and Presenting the Introduction

Through its content, the introduction draws attention to the main events, their interaction and their consequences. It also reflects a general context that is created by the main events taking place domestically, regionally and internationally.

Writing and Style:

Recently, some terms and concepts have been extensively used such as: "masquerade," "humorous," "fanfare," "deadly traps," "garbage and roosters on garbage piles," etc. These terms are not the ones usually used in writing news. We also noticed a large number of analogies, metaphors and exaggerations. All kinds of writing subterfuges are used: suggestions in television, performance, anything that can serve the purpose.

On a certain day, with a purely local event like the commemoration of 14 February or 14 March, analogies become frequent and the literary style becomes predominant in the introduction. Divisions appear in a clearer way, in format and content, to the point where the events are completely ignored. On 14 March, for instance, LBC denoted the absence of Hezbollah from the commemorating ceremony, while the Al Manar TV outlet ignored the event altogether: "The eleventh memorial for Prime Minister Rafic Hariri: The commemoration is for PM Hariri and the ceremony is for Saad Hariri.

. All of them were present, 14 March and 8 March; however, the main absence was that of "Hezbollah"; but, in fact, it was strongly present either in Saad Hariri's speech or the Master of Ceremony's words. (...and the divergences with "Hezbollah" which make the possibility of electing a President of the Republic minimal...) (LBC, 14 February 2016).

Descriptions can sometimes differ and at other times converge:

"A joint picture of the 14 March leaders crowning the ceremony in Biel, and kisses marking political divergences between its pillars; all these accompanied the opening of the ceremony" (Tele Liban).

"As he did in his lifetime, martyred Prime Minister Rafic Hariri united, on the anniversary of his martyrdom, the components of 14 March. However, the great challenge is for this independence movement to unite its different wings and return to its unified purpose." (MTV)

"...Hariri did not follow the advice of Minister Wael Abou Faour; he multiplied kisses with members of the audience, unless these kisses came in the context of necessity, to dispel comments about coldness within the 14 March group which, at the end of the ceremony, decided to take a photo of the whole group" (OTV).

The Introduction Overflows with Eloquence:

"Eleventh anniversary of the assassination of Prime Minister Rafic Hariri: The memorial is for Prime Minister Rafic Hariri and the ceremony is for Saad Hariri" (LBC).

"At dawn, he arrived in Beirut after his home country granted him a visa to attend the eleventh anniversary of the assassination" (Al-Jadeed).

"Saad Hariri listened to the song 'Visit Me Once a Year'; so he did exactly that and he returned to Lebanon to participate in the anniversary of the 14th of March, following an entire year of voluntary expatriation" (OTV).

Sometimes, the introduction could be remarkably longer and it could include one single topic because the station finds it most important (385 words in Al-Jadeed, 240 in Al-Mustaqbal, 222 in LBC, 177 in OTV, 143 in MTV and 221 in Tele Liban). But what is most noticeable are the terms used:

"At dawn, he arrived in Beirut after his home country granted him a visa to attend the eleventh anniversary of the assassination. The meeting was in Biel...On the podium, he elaborated more than he could on Twitter. We should acknowledge that, today, he demonstrated a quality improvement in presence, performance and interpretation; no grammatical mistakes or errors in reading. However, he criticized an issue previously agreed upon with Hezbollah at the dialogue table when he said that the time of drawing bullying strength from Iran will not produce leaders larger than Lebanon; and he added that when they transform the country into an area in which weapons are roaming, obstruction becomes easy for them. We are Arabs, loud and clear, and Lebanon will never become an Iranian province."

"He told the audience what they wanted to hear. He played on their feelings and received lots of applause. Then he moved to the main dish of creamy speech: the Presidency of the Republic. In reference to Berri he said: 'Berri is not alone to say it as it is, I say it, too.' He thrilled the audience who was waiting for an official statement. However, he 'thumb-printed with his ten fingers,' mentioning what Frangieh said in a television interview. v

Then he used an equivocated approach saying: 'Now we have 3 candidates, Aoun, Frangieh and Henri Helou'...The speech ended on a fanfare without a president. And in order to make the moment of the unity of 14 March historic, he took a souvenir picture, then went to his father's cemetery where he shed a tear the whisper of which was not heard in the middle of the whizzing bullets" (Al-Jadeed, 14 February 2016).

Starting with proverbs:

"Is it wheat or barley?' This is a famous saying distinguishing optimism from pessimism..." (LBC, 17 March 2016). "However, wheat in Lebanon is no longer the sign of good, but it has instead become the sign of corruption, starting with the boatload, going to the silos, then to the bakeries and finally to the citizen." "The problem of wheat was raised some time ago, and it was repeated today; but the funny thing is that, instead of dealing with the problem, the bad wheat has become a subject of polemics between the Ministers of Health, Economy and Agriculture. This is making the people overlook the problem of the bad wheat and get distracted with the triple ministerial polemic (LBC, 17 March 2016).

There is also the eloquent question: "And they ask you, what is left of the 14 March group?" (Al-Mustaqbal, 14 March 2016).

Repetition:

"Those who, eleven years ago, rejected sectarianism..."

"Eleven years ago, the Lebanese people went back to their Lebanese roots..."

"Eleven years ago, the Lebanese people got rid of the Syrian mandate..." (Al-Mustaqbal, 14 March 2016).

"Eleven years..." (OTV, 14 March 2016).

"Saad Hariri listened to the song 'Visit Me Once a Year,' so he did exactly that and he returned to participate in the 14 February anniversary, following one year of voluntary expatriation. But Hariri did not follow the advice of Minister Wael Abou Faour; he multiplied kisses with members of the audience, unless these kisses came in the context of necessity, to dispel comments about coldness within the 14 March group which, at the end of the ceremony, decided to take a souvenir photo of the whole group" (OTV, 14 February 2016).

The formula that repeats itself, "That day...Today:" "Only eleven years separate us from that day...As if it were eleven planets...That day, all Lebanese came out, ...In only one week, two stages and two plazas, in search of sovereignty and a state... Today, all Lebanon is humiliated, in months and in all places and garbage landfills, with the purpose of 'stealing garbage and having roosters on top of landfills'...That day, the Lebanese people in both plazas, were asking how many million activists will participate in their movement...Today, trivial politicians ask, how many millions of tons of garbage will they dump in the landfill...That day, it was the time of dreams...Today, they want it a day for those who blindly follow them...That day, it was a time of the Cedar Revolution, liberation and change...Today, their ministerial meetings are consecrated to sorting out, composting and recycling...That day, the Lebanese people discovered how magnificent is history when written with the ink of revolution...Today, they force our people to be convinced that revolution is the female of an ox (play on words in Arabic- note of the translation)...without our right to even shout that an irregular furrow is caused by the oxen who plow the field (Lebanese proverb- note of the translation)...That day, there was a mandate on Lebanon...eleven years, and the goal is one: to lose hope...to despair...to swear and curse...to accept their equation: to either be ruled by our clientelism...or to be buried under our garbage...On 14 March, and every day of every quarter of every year...we tell them 'No'...and we will keep yelling: freedom, sovereignty and independence, in the face of their garbage and their deals..."(OTV, 14 March 2016).

Sarcasm:

"Israeli incursion in this country which has lost its senses of smelling and hearing."..."the air that we breathe is the same for us and for them" (Al-Jadeed, 14 March, 2016).

The news bulletins introduction could briefly raise an issue, or announce the topics of the news bulletins, thus explaining its existence, such as by saying: "Bad wheat was not the only contentious subject among the ministers; the problem of the State Security between the head of this agency and his deputy was also a very important controversial issue" (LBC 17 March 2016).

"The ministerial meeting about the garbage issue sorted out the differences and what was buried in secret got unearthed in public." (Al-Jadeed, 17 March 2016).

2. Terminologies Related to the War

There were numerous terms related to the war in our study sample. They brought back the feelings, images, roadblocks and fears of the past. Following are a few of them:

-Incitement

"On the 14th of February, former Prime Minister Saad Hariri returned to his country of origin. He started his return by humiliating his Christian allies. Then he continued it with a break with the Christian leadership, before completing his return by practicing incitement against his partners in Lebanon's other major groups. It culminated in alienating sisterly countries against his own Lebanese citizens, and causing damage to the Lebanese residing in other Arab countries" (OTV, 28 February 2016).

"Has the storm of incitement from some Lebanese against their fellow citizens in Saudi Arabia and other sisterly Arab countries started to recede? Many signs show that hot headed, heartless and empty pocketed people have hit a wall....or they rode very high on their horses and in their imagination, until they reached the top of the tree.

From the top of their illusionary palaces, they feel the threat of having to jump from the heights of their selfishness to the bottom of their modest intelligence. So they started to look for a ladder that will help them get down... The signs of regression seem numerous" (OTV, 14 March 2016).

"That day, there was a mandate, because some people in power got the illusion that they were capable of ruling the country by drawing strength from the Syrians...Today, our sovereignty is threatened, because some people still have the illusion that they can exclude their partners, and follow others, simply by threatening to turn some brothers into the enemy of the majority of the Lebanese people" (OTV, 14 March 2016).

-Influence of the war:

"Sectarian and confessional discrimination persists in some administrations and ministries" (LBC 5 February 2016).

"In the past, the mere talk about this discrimination was a taboo. It seems that these taboos have disappeared. The snowball is rolling from Public Works to Finance, Social Security, Energy, etc." (LBC, 5 February 2016).

-Unrest:

"Who decided to burn the country, or throw it in total unrest? This question is being asked by the concerned diplomatic, political and security instances. The question comes on the backdrop of two opposing scenes: the first one on the past 18 January, known as a unifying Christian agreement, endorsing a president of the republic who would be a representative of his community, open to all other communities and capable of building bridges of communication, cooperation and conviviality between all Lebanese; an Arab in identity and spirit, resisting the Zionist enemy and terrorism; a brother to all Arabs and a friend to all friends. However, it was not long before an opposing scene appeared in front of the 18 January one" (OTV, 28 February 2016).

"At this time, all the ingredients of a crisis were there: information videos, rumors, concocted declarations in the dead of night and oppression. The country was fearful and the citizens were holding their breath. Is there a decision taken somewhere to throw us in the fire? Nobody in their right mind could believe it. Not any Lebanese person could believe that another Lebanese, be it a ruler or the ruled, could commit such a suicide. There is still a margin of hope and an opportunity to save the country. The doors for the return of Saad Hariri to the principles of the National Pact are still wide open. Will he act, and save himself, his people and his homeland? This is a question to be raised after yesterday's dance on the edges of the explosion - suicide" (OTV, 28 February 2016).

-Commemoration

"(About Lebanon): In Lebanon...We recall the tenth anniversary of the Understanding between Hezbollah and the Free Patriotic Movement. This Understanding has gone deep in the mind of the Lebanese people and it has left beautiful marks of honesty and commitment. It has become a beacon for those who want, in all fidelity and loyalty, to formulate a policy that is totally different from today's policies and politicians..." (Al-Manar, 5 February 2016).

"The two dates of 8 and 14 March, that have divided the political establishment in two opposing sides, will soon have to deal with two target dates: on February 8, the Parliament is called for a meeting to elect a president; political parties have already written the obituary of this meeting, waiting to hang it at the door of the Parliament where condolences will be received. And February 14 is the eleventh anniversary of the assassination of Prime Minister Rafic Hariri. Rumors have been running in all directions about these two days." (Al-Jadeed, 5 February 2016).

The 14 February and 14 March anniversaries were strongly present in most news bulletins introductions:

-The anniversary of the war "As in the last 15 years with the presence of the Syrian army, the same since 2005 until 2016, the 14 March movement is still the same, expressing the will of the Lebanese and their longing for freedom, sovereignty and independence. It has been the only movement making demands, struggling and defending the will of the people. It is a movement loyal to its history, foreseeing the future and preserving the national heritage. Today, the Lebanese people are at a new and pivotal appointment with one of the original phases of 14 March, which will design the national and practical framework to achieving what the Lebanese long for: retrieving their rights, first of which is the Presidency of the Republic and getting rid of corruption, corrupters, social climbers or arrivistes" (Sawt Al-Mada, 14 March 2016).

"Eleven years ago, the Lebanese got rid of the Syrian mandate. Today, they are fighting an Iranian mandate that is trying to strip them of their sense of belonging to the Arab world, involve them in wars here and there, make them the enemy of Arabs and deny their Arab history and heritage" (Al-Mustaqbal, 14 March 2016).

-Fear for the Country: "...The survival of the republic or its demise is in the hands of the wise people, and none other" (OTV, 8 February 2016).

-Fear: Fears of resettlement and a vacuum bring back the memory of resettling the Palestinians in Lebanon and the presidential vacuum that was synonymous to chaos and violence.

"While rumors were running and fears building about the resettlement of Syrians in Lebanon, Prime Minister Salam, before leaving for London, stressed that these rumors are not true, reaffirming the rejection of any resettlement" (Tele Liban, 5 February 2016).

-The Always Present Regional Factor

"Vacuum;" "Once again, vacuum is a regional decision;" "There is targeting at the confessional level"(echoes of the transfers/scandal that Minister Ali Hassan Khalil implemented in the Ministry of Finance are resonating due to its targeting at a confessional level). (MTV, 5 February 2016).

"The region is still swinging on a hot tinplate at the backdrop of the Iranian military intervention in Syria, accompanied by Russian massive airstrikes which transformed Aleppo into a scorched earth and pushed its residents to migrate toward the Turkish border" (Al-Mustaqbal, 8 February 2016).

While the Saudi- Iranian arm wrestling is at its highest, Bahrain has deported a number of Lebanese for their association with, or their belonging to Hezbollah (Loubnan Al-Hourr 13 March 2016).

-The Syrian Issue

In the news bulletins introductions, the Syrian issue strongly reflects the impact of the events taking place in the area on Lebanon. This is felt in the military, security and political vocabulary used in these introductions.

"Breaking the siege;" "The villages in the Aleppo country that have not been destroyed are making their way toward freedom;" "The different fronts where the Syrian Army is fighting with its allies against terrorist groups;"... "The Southern front region...;" "The terrorists were taken by surprise at the southern battlefields, as well as those who support them regionally and internationally, whatever their names may be...;" "Why then lament the fall of the regions that came under the Syrian army control...if they are disgraced for being on the terrorist list in the West?" (Al-Manar, 5 February 2016).

"Returning the hope to the North of Syria," "Putting an end to the war and regaining sovereignty" (Al-Manar, 5 February 2016).

"Yelling and throwing hysterical accusations...;" "Allowing the killing of children, women and older people...to limit the losses of terrorist groups...and those who support them;" "Those who threaten and beat again the drums of war on Syria after Yemen, from where will they get their soldiers this time? From Jizan where they ran away leaving behind their positions and their weapons or from Ma'rib, Lahij and Mas?" (Al-Manar, 5 February 2016).

"In Syria, Russian fighters pursue their massacre of civilians" (Al-Mustaqbal, 8 February 2016).

"In the region, despite volunteers serving ISIS and its allies politically, diplomatically and on the ground, the achievements of the Syrian army and its allies continue according to plan. From Northern Aleppo to the South of Deraa, the developments on the ground have confused the regional and international calculations. They muted the podiums of the armed gangs except for calling for help, thus activating their allies' platforms in their boasting; with the hope of lifting the morale...Future days will determine how different positions, military alliances and field interventions will develop..." (Al-Manar, 8 February 2016).

-Expectations and Tensions:

"With regard to politics...just expectations..." (Tele Liban, 17 March 2016).

"It is the election of a president that will take the country from presidential vacuum to national success...and not the sprinkling of political petroleum on different files and increasing the level of tensions..." (Al-Manar, 8 February 2016).

"...The second issue that threatens to put an end to the peace within the government is the insistence on financing activities from the pockets of the citizens, with a future attempt to pass a tax on gas under different titles, such as municipal elections, solving the garbage problem and financing the volunteers of the Civil Defense agency..." (Al-Manar, 8 February 2016).

-Obstruction

"Two days separate us from the February 8 parliamentary session...Lebanese people will again make sure that it is Iran, through its allies, who is obstructing the election of a President of the Republic.

And it is Iran who is getting ready for its own elections at the end of this month" (Al-Mustaqbal, 5 February 2016).

"After 34 sessions of the Parliament, a still-born session died after being hit by a killing lack of quorum...Those who boycotted the session are obstructionists, lethal to the country and its president. It is a story of obstructionism with cooperation and partnership between all parties, and no one is innocent" (Al-Jadeed, 8 February 2016).

"Others went either to the Parliament platform or to the television screens to announce that the one obstructing the election is Sayyed Hassan Nasrallah, the Supreme Leader of Lebanon, as Deputy Ahmed Fatfat called him" (Al-Jadeed, 8 February 2016).

-Security

"While the international community shows concern regarding the stability of Lebanon, Lebanese security apparatus proves that it is filling the political vacuum" (Al-Mustaqbal, 5 February 2016)

"Also on the security level, the confessions of the detained Naim Abbas were remarkable. He announced that Syrian intelligence have asked the 'Abdallah Azzam Brigades' to liquidate Deputy Walid Joumblat in return for anything they would want. He added that the Syrian regime assassinated General Francois El-Hage because he won the battle over Fateh-el-Islam in Nar-el-Bared" (Al-Mustaqbal, 5 February 2016).

"In Lebanon, the presidential election is a hostage sleeping under the cloak of Hezbollah dictatorship" (Al-Mustaqbal, 8 February 2016).

-Occupation

"With regard to the second amendment whereby a president can stay in power until a new one is elected, this amendment will, for sure, put Baabda under occupation" (Al-Jadeed, 8 February 2016).

-Solution from Abroad

"Interesting news coming from Turkey in the last few hours was the announcement that its Prime Minister, Ahmed Davutoglu, is planning to visit Beirut soon, and that Turkey is ready to exert all possible efforts to solve the Lebanese problems, especially the presidential one. The worst misfortune is the one that makes you laugh! Davutoglu's duty has to try first to solve crises inside Turkey before getting ready to accept the invitation of his Lebanese counterpart, Tammam Salam, to visit the Grand Serail in Beirut; unless Davutoglu is a Pascha thinking that the serail is still under the rule of the Sublime Porte" (Al-Jadeed, 5 February 2016).

"The same sources added: There is an expected France-Vatican movement to take place soon in American, Saudi and Iranian directions toward finding a candidate that would not be an opponent to any of the political parties" (Tele Liban, 8 February 2016)

"Some Lebanese Forces sources mentioned that they got wind of a decisive Saudi position confirming that the Kingdom is against the vacuum and it supports any candidate the Christians agree upon. The sources added that the Kingdom has no veto power over any of the three current candidates" (MTV, 8 February 2016).

"Lebanese political circles are waiting to see what will happen to the relations between Riyadh and Teheran first, and what the United States and France will soon do in Beirut" (Tele Liban, 17 March 2016).

-Inside Lebanon

"Political circles said that the situation will stay the same with regard to the difficulty of 'Lebanonizing' the election. This is due to the divisions between two parties toward two candidates and the changes of alliances of each of these two parties. Large national consultations are therefore necessary with regard to the withdrawal of one candidate or the search for another one that would be able to create a consensus around him" (Tele Liban, 8 February 2016).

"...In order to ensure the continuation of the state and its institutions and the restoration of trust in Lebanon, domestically and internationally" (Tele Liban, 8 February 2016).

"On the condition that a government for all Lebanese will be formed at the beginning of the presidential term, a government that will strive to consolidate security, lift the country economically and create job opportunities for the Lebanese" (Tele Liban, 8 February 2016).

"The Head of the Al-Mustaqbal Parliamentary bloc, Mr. Fouad Siniora, said that solving the presidential dilemma requires compliance with the real democratic process. He added that it is Hezbollah and the Free Patriotic Movement who got us into such an impasse..." (Al-Mustaqbal, 8 February 2016).

-The Civic Movement and the Garbage Crisis

It is remarkable that the word "battle" is used when talking about the civic movement and the Syrian issue in the same news bulletins introduction: "Tomorrow, in the Town Center, the Civic Movement will participate in a gathering called for by all the groups campaigning for social issues. Tents have already been erected in order to direct the battle against the deal of exporting the garbage...As usual, the government has separated itself from its people with barbed wires and set borders preventing contacts between citizens and officials, as if it were escaping forward" (Al-Jadeed, 5 February 2016),

"The Government resorted to flexing its muscles and it held a meeting during which Prime Minister Salam asked the military and security commanders to keep up with the global plan for the garbage. He also instructed them to take all necessary measures to prevent any attempt to breach public order. The security commanders could find their way to suppress the movement, but they will not find any order" (Al-Jadeed, 14 March 2016)

"...Tomorrow is the start of the operation of moving the mountain of garbage that has been perched on the chests of the Lebanese people since last July...This massacre ended without arresting any of the numerous killers who carried it out. No sooner the masquerade of the garbage ended that the wheat war broke out..." (MTV, 17 March 2016).

"Wheat spikes grew between the Ministries of Health and Economy. Wael Abou Faour's samples confirm the existence of carcinogenic substances in our daily bread. Alain Hakim's eye is trying to observe the non-existence of mortal elements in the imported wheat" (Al-Jadeed, 17 March 2016).

-The Enemies

"The presence of deputies was only for the folkloric appearance and not to elect a president. In parallel, panel discussions were organized and polite laughter was registered between allies of yesterday and half-enemies of today, while agreeing on their uselessness due to opposing interests and goals, all this in an atmosphere of uncertainty..." (MTV, 8 February 2016).

-The Divisions

"On the anniversary of 14 March, the central ceremony was absent and it was replaced by words and speeches here and there. The Head of the Lebanese Forces called on the leadership of 14 March to consciously review their positions in order to overcome the current divisions" (Introduction of Radio Sawt Loubnan Dbayeh, 14 March 2016).

"In Lebanon, one party insists on resorting to the street, and another insists on the role of the institutions. It may not be polite to speak about the "people of the street" and the "people of the institutions." However, Hezbollah media described those who roamed the streets of Beirut as confessional demagogues, while they, in fact, are not better than that.

"People who use insults and who do not know the principles of religion... hooligans who tried to scare the inhabitants of Beirut... Outlaws who are not deterred by principles and moral or social rules. On motorcycles and with fiery confessional poison, they proved that, in Lebanon, there is a party that resorts to intimidation and bullying whenever it experiences political shame resulting from its erroneous position and its obstructionist choices" (Introduction of Al-Mustaqbal news bulletins, 29 February 2016).

"Will the Kingdom request from the Lebanese and their Ministry of Foreign Affairs to issue a welcome statement for the agreement the Kingdom concluded with the Israelis? Is that the Arabism that they promised us?" (Al-Manar, 29 February 2016).

CONCLUSIONS

1. Quantitative Monitoring

- Among the different categories of the openings of the monitored radio and television news bulletins' introductions, there was an evident difference between the proportion of news introductions and analytical introductions. News introductions maintained a large lead over other types of introductions. However, the critical and promotional discourses together constituted 33% of the total monitored sample. Critical discourse took more space than promotional discourse.

- The news category of radio news bulletins introductions were more present (66.13%) than that same category on television (41.21%), although this news category was the most prevalent in both types of media. Critical discourse registered a larger proportion in television (32.51%) than in radio (15.53%). Both forms of media registered the lowest proportion with regard to promotional discourse. Television had more critical discourse in introductions than radio (see figures 2 and 3). The same result appears when we take into consideration the number of words used. In a sample of 29,984 words coming from radio news bulletins introductions, the highest proportion, which did not exceed 50%, was for news per se, followed by critical discourse (23%), then the analytical (21%) and finally the promotional (6%). At the same time, in a sample of 47,082 words of television news bulletins introductions, the largest proportion was registered by critical discourse (46%), followed by the news (24%). (See figures 18 and 19.)

- "Sawt Loubnan Dbayeh" registered the highest proportion for the news category, succeeded in the following order, by: "Radio Lebanon," "Sawt Loubnan Achrafieh," "Sawt al-Mada," "Loubnan al-Hourr" and finally "Radio al-Nour." The lowest proportion, by far, was for "Sawt al-Chaab."

- "Radio al-Nour" and "Sawt al-Chaab" had the same low proportion in the category of analytical and promotional discourse in news bulletins radio introductions. This category was not present at the other radio stations. At the same time, the news and promotional discourse was not absent from all stations, even though its presence was not evident. The respective results are: "Sawt al-Mada," "Radio al-Nour" and "Radio Lebanon." In the same proportion, were "Loubnan al-Hourr," "Sawt Loubnan Achrafieh," "Sawt Loubnan Dbayeh" and "Sawt al-Chaab."

The news and critical discourse categories were absent in "Sawt Loubnan Achrafieh" and "Sawt Loubnan Dbayeh." At the top of the list, though with a low proportion, was "Radio al-Nour" while "Radio Lebanon" and "Sawt al-Mada" had the lowest proportion.

With regard to the number of words, in a sample of 6,771 words of critical discourse (which includes critical news and critical analysis) in radio news bulletins introductions, radio station "Sawt al-Chaab" was highest on the list and "Sawt Loubnan Dbayeh" was at the bottom, with an absence of this category in "Sawt Loubnan Achrafieh's" news bulletins introductions (see figure 20).

"Sawt al-Chaab" was first with regard to analytical discourse. The lowest proportion was registered by "Radio Lebanon" while this category was absent in "Radio al-Nour" (see figure 4).

-In the way of presenting television news bulletins introductions in the monitored sample, the highest proportion was for the news discourse on "Tele Liban." This was the highest proportion in the category of the introduction discourse, and was very far ahead of the other television stations. In the same category, "Radio Lebanon" had a lower percentage than "Sawt Loubnan Dbayeh." While the proportions were more or less equivalent among radio stations, differences were registered between the multiple television outlets. "Tele Liban" was first, followed by "MTV" with a proportion equivalent to half of that registered by "Tele Liban." Then came "Al-Mustaqbal," followed by "LBC," "Al-Jadeed," "OTV" and "Al-Manar."

In the analytical category, all outlets had their share: The highest proportion was for "LBC," followed by "Al-Jadeed" by a small margin, followed closely by "Tele Liban," then "OTV" and "MTV" with the same percentage, and finally "Al-Manar" and "Al-Mustaqbal" registering the same proportion.

The outlet that registered the highest proportion in the analytical category was "LBC." This is close to the proportion "LBC" registered in the news introduction that characterized it. In the news category, "Tele Liban" was first and in the analytical one it was "LBC." Radio "Sawt al-Chaab" registered highest proportion in the analytical and lowest in news.

-Local groups targeted by critical discourse in radio and television news bulletins introductions were highest on the list together with the government, registering a proportion of 37.17%, followed by "Hezbollah" with 15.38% in radio, and the government with 22.72%, then "Hezbollah" again in television with 11.61%.

-The results also showed that, among the international groups targeted by critical discourse in radio news bulletins introductions, Saudi Arabia registered the highest proportion (14.10%). In television, too, Saudi Arabia registered the highest proportion (10.10%).

There was a remarkable difference between the other categories in radio (including Iran), while in television, the differences varied according to the categories and Iran was not far from the proportion registered by Saudi Arabia (7.57%).

-With regard to local groups targeted by a promotional discourse in radio news bulletins introductions, "Hezbollah" registered the highest proportion (16.12%) while in television introductions the proportions were equal between "Saad Hariri" and "Hezbollah" with 16.66% each.

-Looking at the international groups targeted by promotional discourse in radio news bulletins introductions, we find that Iran and the Syrian regime were tied for first with the same proportion of 9.67%. In television introductions, Saudi Arabia was first with a proportion of 10%. It is perceptible that, with regard to radio, in a total of 31 paragraphs of promotional and analytical introductions, the results included Iran, the Syrian regime, then the Syrian army, then Iran-Hezbollah (together as a single category). Saudi Arabia was absent from these results.

In television, the results included Saudi Arabia, then the Syrian regime, then Iran and Russia. The lowest proportion was for the category "Syrian regime-Russia".

-The news introductions not oriented toward a certain group in radio were, for the most part, neutral (93.97%). The smallest proportion, falling far behind neutral, was for the positive (1.80%), which was not too distant from the negative (3.91%). In television, the highest proportion was for the neutral tendency (89.64%) which was far ahead of the positive, registering the lowest proportion (2.39%). The negative tendency was much closer to the positive (7.96%) than it was to the neutral. It is important, here, to use the term neutral accurately as it is different from the discourse that is not oriented toward certain groups. In the vocabulary in general and particularly in the media, the term neutral per se is problematic.

-With regard to analytical paragraphs that are not oriented to a certain group, in radio news bulletins, the results showed the highest proportion for neutral (70.49%), followed by negative (29.50%), while the positive analysis was absent. In television, the results were: 70% neutral, 29% negative and 2% positive. The closeness in the results is noteworthy.

-Radio "Sawt al-Chaab" had the highest proportion in critical dialogue and "Sawt Loubnan Dbayeh" the lowest with an absence of this category in "Sawt Loubnan Achrafieh" introductions. In television, the proportions were close to each other in "Al-Jadeed," "Al-Manar," "OTV" and "Al-Mustaqbal" on one side and "LBC" and MTV" on the other.

-“Radio al-Nour” registered the highest proportion for the promotional discourse (which includes promotional news and promotional analysis) in its radio introductions, reaching almost half of the total in comparison with other radio stations. The lowest proportion was registered by “Sawt Loubnan Achrafieh.”

-Television “Al-Manar” registered the highest proportion in promotional discourse (which includes promotional news and promotional analysis) in its news bulletins introductions and, together with “Al-Jadeed,” they both registered more than half of the total. Television station “MTV” registered the lowest proportion in this while there was no presence of this category in “LBC” introductions. It is noteworthy to mention the presence of promotional discourse in “Radio al-Nour” and “Al-Manar” and its absence from “LBC.” The lowest proportion was registered on “Sawt Loubnan Achrafieh” and “MTV.”

2. Content

-Our starting point here is that “the text, when it appears...represents a series of graphic tricks that the receiver should activate.”²³ The writer (in this case the media outlet) and the reader (the listener or viewer) constitute two textual strategies according to Eco who gave a large explanation on interpretation, open text and the reader’s share in the text.

After observing the monitored sample, the study poses the following question: Do news bulletins introductions try to shape their own viewers according to a narrative strategy? “While the text refers to non presumable readers, this very text becomes impossible to read or it turns into a different one.”²⁴

-The study demonstrated that introductions seem to be addressed to an already known public and whose components are well known. The introductions are aware of who their listeners and viewers are.

-Introductions are a closed text that refers directly to the explanation. Judgments are final. Conclusions, descriptions and designations are used by these introductions without hesitation. We can deduce this from the relationship previously mentioned between the sender and the receiver (each information medium hopes that the receiver is an “ideal reader” who responds to the explanation).

-The same question follows: Do introductions aim to consecrate the laziness of the receiver (listener or viewer) by relieving him of the task of interpreting, and focus instead on orienting him? Or do introductions play a role in political education and they, therefore, participate in extending news bulletins viewership and stimulating the critical sense of the receiver?

23. Eco, 1996, p. 61

24. Ibid, p. 73

-Other questions were raised by the study such as: Do introductions aim to direct the viewer/listener toward a certain way of reading the whole news bulletins? Are introductions becoming completely independent from the news bulletin itself? We can see this in radio outlets, the National News Agency and the websites that broadcast the introductions. Is it now the trend, as we notice, that a large number of listeners/viewers limit themselves to listening to the introduction without following the full broadcast?

-Eco says: "There is no text that is more open than a closed one." The best way for that is to train for asking questions, criticizing and interpreting. "The nature of a text is to open itself to an unlimited number of readers, and therefore an unlimited number of interpretations. The possibility for a text to be open to a multitude of readings is the dialectical equivalent of the semantic independence of the text. The result is that the appropriation of the text's meaning becomes different from the way it was written. The reader's right overlaps the right of the text in creating the whole interpretation movement. Interpretation starts where dialogue ends."²⁵

The concept of semantic independence (meaning the total of explanations that are not related to the writer) is very important with regard to interpretation. It puts the "fact" and the "meaning" on a complicated dialectical axis.

-The study was based on the large number of terminologies used in the introductions, which harkens back to the war. This war is still a source of inspiration in the language, whether in terminologies, explanation, performance or the medium itself (back and forth through media).

-Here, we return to the reason of the existence of introductions in news bulletins, and this existence is related to the war. Introductions were meant for explanation, polarization, survival, defense, back and forth and denial.

-In the usages of memory, we raise the issue whereby Ricoeur, when writing his book "Memory, History and Forgetting," declared his general interest, this interest that concerns Lebanon as much as it concerns the whole world: "What disturbs me is the worrying view of excessive memory somewhere and excessive forgetting somewhere else; add to that the impact of organizing ceremonies for one anniversary or another, and the level of misuse of memory, as well as the misuse of forgetting. In this respect, a political concept based on a fair memory constitutes one of my published civic subjects."²⁶

25. Eco, 1996, p. 64

26. Paul Ricoeur, *Memory, History and Forgetting*, 2000

3. Recommendations

-Necessity to ignore previous sources (the negative ones) especially those connected with the exclusion of the others in time of war, such as in images, comparisons, dialectical tricks and metaphors...

-Adopt a language in introductions that takes into consideration the ethics of writing for the media; this means to ignore vulgar words and avoid contempt, incitement and accusations.

-Avoid a style that sticks to partisanship and tries to transmit it to others and consecrate it.

-Erasing the past to dry up the memory or deleting it from our archives is not the solution. This action is an act of violence paramount to the violence of exclusion. However, it is easy to fiddle with a memory sometimes overburdened. Therefore, it is necessary to recognize every tragedy and every victim. Ricoeur did not call for a "naïve happiness" that does not take into consideration the sufferings of those who have experienced war. The matter of pardoning is the start of the solution. That is why he used Kant's concept of "Anlage" which is the "primitive predisposition for good." At this point, history is no more an unending war dynamic, and Ricoeur proposes to see history through loyalty to the past and a useful purpose for the present.

-Information in general, and specifically news bulletins and their introductions, play an effective role in creating a positive memory. This will help in using the past in a good way for a more secure and less violent present. This is a willful act that can be achieved. In this respect, introductions should be used positively thanks to the role media play as a "symbolic power." Introductions are capable of shaping public opinion by way of a strategy based on words, performance and expression, and they can convince and influence.²⁷

-Try to reach a "just and fair memory" that forgives without forgetting.

-Avoid reminiscences of the past, terminologies that refer to the war or recall it in describing the present and stereotypes based on memory.

-Train for a culture of "not-forgetting" and, at the same time, the good use of the moral objective of a happy memory in consolidating peace.

-Ten years after broadcasting the first news bulletins in the world, Pierre Sayegh said in *Le Monde*: "A broadcast is not a real bulletin; it is first of all a display, a presentation."²⁸ This view is confirmed by news bulletins in the world and in Lebanon. Since the topics are sensitive and the situation is still a crisis, the method of presenting the facts, their analysis and their connection with each other requires a lot of attention as the power of influencing is strong.

-In general, the broadcaster should avoid provocative performance in words and in suggestion, which appear in times of serious crises, when tough and sometimes vulgar words that exclude the others are used. Such a performance lets the alert viewer/listener feel that the broadcaster is far from the required professionalism.

-The broadcaster should be aware of the power of influencing and of his capability to contribute in peace and calm.

-"The war has not ended" yet. This is what we sense in introductions. The same conclusion was reached by the "International Center for Transitional Justice" in its final report of field observation in the Greater Beirut area, about the view of this area's inhabitants on the Lebanese wars (1975-1990), through the vocabulary and terminologies used by several generations about this period. "The survey, conducted between 17 July 2013 and 14 August 2013, aimed to document the views of different components of the Lebanese society about truth, memory, justice and reconciliation. From the answers, it was possible to deduce that the war "does not belong to the memory since it has not ended; therefore, there is no interruption in a process that is being reformulated in the present, within the context of transitioning the memory from one generation to the next."²⁹

27. See P. Bourdieu, 2007

28. First televised news bulletins at: <http://fresques.ina.fr/jalons/fiche-media/InaEdu01233/le-premier-journal-telivise-course-de-ballon-libre-muet.html>

29. Melhem Chaoul, "Memory of the War: Instruments and Actors in the Public Sphere." *Annahar*, 11 April 2015

-Regarding the titles that were a summary and a prelude for the actions of intellectuals who treated the subject of memory: Their starting point was the wound of the past and the difficulty of current life. Titles alone give an idea of the subject: *The Disfigured Memory* (Robin), *Memory, History and Forgetting* (Ricoeur), *Regimes of Historicity: Presentism and Experiences of Time* (Francois Hartog), *Collective Memory* (Maurice Halbwachs), *Cultural Memory, Symbol and Hegemony* (Pierre Bourdieu), *Hope and Memory* (Todorov), etc.

What thinkers care for is the "management of the past." How can the painful past not have a negative influence on the present and the future?

The main problematic question therefore is: "who," "what," "why," "when" and "how" do we remember? It is a problem at the level of the human being and it concerns all of us in Lebanon.³⁰ This is not the place to exaggerate, over explain or show contempt. Everybody knows, including media persons, viewers/listeners, observers and politicians, that the subject we are dealing with is difficult and that the work has to be done in unison.

Our most important point of reference in the current situation is the state which can ensure security, legal, economic and psychological stability. A work has to be achieved in which everybody has to take part in an active way, including the media persons, the observers and the rulers: facing the past.

The present, as it appeared in the monitored introductions, continuously recalls the past. The way out is to face the past in its narrative and establish a dialogue between the conflicting parties, the civil society and its representatives, researchers and intellectuals...In the media, we should highlight this action and stimulate it in format as well as in substance. Finally, we should also research the news bulletins to identify the problems in their introductions.

30. It is also a topic on which thinkers are working throughout the world . "The Institute of History of the Present Time" is a common research unit in University Paris 8 and CNRS since 1980, and it includes researchers from around the world. It is a meeting and interchange place about the present time. Exactly one year ago, they held a seminar in Paris titled: "Memory and Public Usages of the Past."



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