



PISSN : 2571-9904 - EISSN : 2602-7763

***Assessing U.S Public Diplomacy In Algeria:
which image do the youth have?***

Hadjer Mirza^{1,*} Oumertem Sahar²

¹ University of Setif 2 (Algeria), h.mirza@univ-setif2.dz

² University of Setif 2 (Algeria), s.oumertem@univ-setif2.dz

Received: 31 / 01 / 2024

Accepted: 29 / 04 / 2024

Published: 20 / 01 / 2025

Abstract:

This study aims to answer the following question: How do the Algerian youth assess the American public diplomacy? After the quantitative and qualitative analysis of the questionnaire data distributed among sampling members of this study at the University of Algiers, the results indicate that the activities of American public diplomacy in Algeria are unable to improve and change the moral image of the USA even after the American withdrawal troops from Iraq and the Arab Spring. However, despite the negative attitudes towards the United States. People still believe in the American dream and its values. We understand that the Algerian people reject US foreign policy and not the United States as a state.

Keywords: *American Dream; Foreign Policy; Public Diplomacy; Public Opinion*

*Hadjer Mizra

I. Introduction

The United States of America is one of the important countries having experience in Public Diplomacy and it has reinforced its activities last years to improve its moral image in Arab and Islamic world. Especially After the events of September 11th, 2001, when America asked a question: "why they hate us" even the answer is clear, but America always wants to be a victim. The former president George W Bush (2001) said after that: "They hate our freedom of expression, our freedom of speech, our freedom to vote and assemble and disagree with each other". By contrast, the former president Jimmy Carter responded this declaration: "You only have to go to Lebanon, to Syria or to Jordan to witness first-hand of the intense hatred among many people for the United States" (Sardar & Davies, 2003: 271).

Therefore, it is enough to stop at the American foreign policy of the president George W Bush (2000-2008) and its strategies that do not depend on their priority on diplomacy solutions, but on military ways to deal with foreign affairs leading to militarize the American foreign policy which leads to erode the moral image of the United States.

Then, the president Barack Obama seeks from his first day in the White House to adopt a different strategy, he announced at the beginning of his presidency's period (2008-2012) the ending of the war in Iraq and Afghanistan, and dealing well with the Islamic world. But, after the end of his first presidential period, his strategy failed. so, he adopted the same approach as George w bush strategies (Nasr Vali, 2014: 05). In addition, the USA failed to deal with Arabic Spring revolution; it sometimes encourages political system and sometimes supports the rebellious people. because the American strategy depends on dealing with each country separately in Arabic spring revolutions according to its special situation, keeping its flexibility when intervening with the Middle East and Islamic world affairs.

Statement of the Problem

Nowadays official formal diplomacy is not the only tool for executing foreign policy, it needs another party to achieve its foreign policy objectives and priorities. Thus, public diplomacy is no less formal and easy than other diplomatic branches, it is considered an essential and integral component of American foreign policy, which aims to complement its objectives and reach its interests, and since Algeria is part of the Islamic world that attracts the economic and security interests of the United States, it is also included in the Greater Middle East initiative.

The United States has interests and aims towards Algeria and means to achieve it. In this case, it needs to gain the Algerian public opinion support through public diplomacy practices, in order to improve its image among them. For this reason, we tried in this research by choosing a sampling of Algerian students to show the opinion of young educated people of Algeria about the American public diplomacy activities in Algeria, and to know if these activities may help to make a good image of America among sampling members.

Research Questions

According to what was mentioned above, about the American public diplomacy and its impact on the Algerian youth student, so:

1. Was the American Public Diplomacy able to improve its image in Algeria?
2. What was the study sampling position of the United States and its foreign policy?
3. How does the study sample look at the activities of the American public diplomacy in Algeria?

The aims of study

This study aims to demonstrate the role of American public diplomacy activities and their influence on public opinion, which is a part of the State's foreign policy in its relations

with other countries and the USA seeks through government-people diplomacy(G2P) approach. Also, To know the influence of international events on the American public diplomacy activities to reap its desired results. We mention here the impacts of the American invasion of Iraq on the American image. Nowadays the Arab world knows the Arab Spring revolutions where America is accused of it, so of course, it has an impact on the American public diplomacy activities.

Literature Review

Literature about U.S. diplomacy in the Middle East and North Africa is vast and remarkable, especially after 9/11 and the recognition of the importance of a cultural understanding of the Middle East and North Africa (MENA region) for U.S. foreign policy. It has become clear that Americans must learn about Muslim culture and beliefs, and put in solid action policies to help facilitate mutual understanding between the two cultures (Meriem Mechehoud, 2016: 12)

In international relations, the term “public diplomacy” appeared to describe aspects of international relations, which manifests itself outside the interaction between state structures (Gurgu, Elena, Aristi de Dumitru Cociuban,2018:2).

In this vein, Hans Tuch (1990) defines public diplomacy as “a communication process of the government of a country with foreign audiences, trying to explain his ideas and ideals of respective nation, its institutions and its culture as well as national interests and policies”. While Paul Sharp considered the term to be “the process by which direct relations with people in a country are pursued to advance the interests and extend the values of those being represented” (Melissen, 2005, 11).

Through these two definitions, we understand that public diplomacy is the way in which governments can directly influence public attitudes and views so this influence has a bearing impact on the decisions taken by the State in the external sphere.

Whatever the definitions of public diplomacy, it is now an essential part of the diplomacy and foreign policy of States, Where direct activities of the public are the basis for the transfer of their state vision and its perception on cultural, social, economic and even political issues abroad, It also works in concrete ways to advance the national interests of the state, especially the use of the media as well as the organizations of the international community to gain public opinion outside the activities of embassies and official missions, it Is an inherent characteristic of democratic States based on the exchange of ideas and their universal mission is essential to their relations with other peoples.

For our study, it is the various communication efforts carried out by the American Embassy in Algeria through its public diplomacy programs, to improve its image in Algeria.

Research Design and Methodology

This research depends on descriptive analytical approach, which is based on describing a phenomenon to reach its causes and the factors that control it, then to generalize the results. In this case, we want to know the most important characteristics of American public diplomacy activities in Algeria. This descriptive method includes a lot of manners, but we have chosen a survey method to know how do the Algerian youth students evaluate this diplomacy.

After the quantitative and qualitative analysis of the questionnaire that was distributed among a sampling of Algerian youth students to give a real and practical answer leading to predictions and results of research. The questionnaire includes 27 questions distributed to three axes: Personal Data, Public Diplomacy activities, and American foreign policy. Then we have uploaded data on Statistical Package for the Social Sciences (SPSS).

Study's Sample

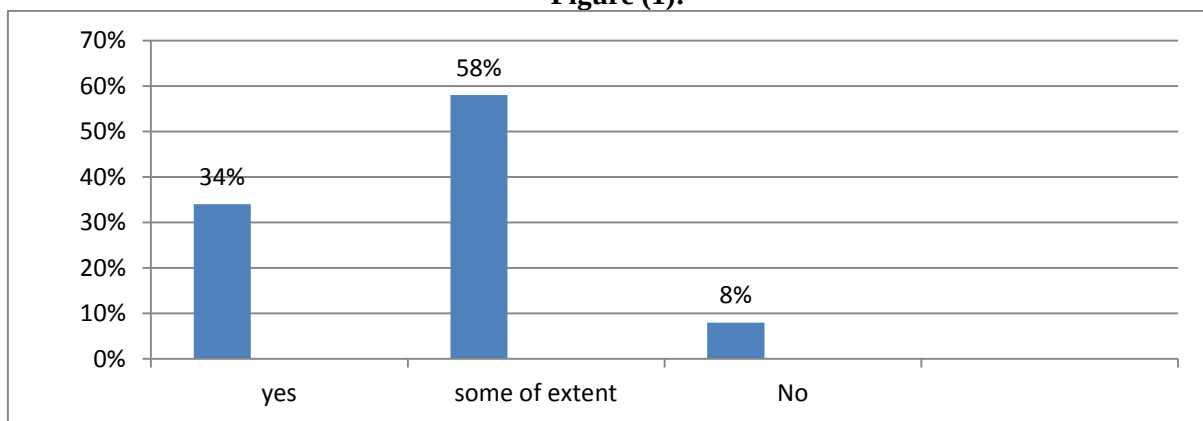
The study's sample here is purposive that it includes 300 young Algerian students of three fields that are: political sciences, information and communication sciences, we chose these fields because their students are interested in American politics and media, in the other hand the students of English language are close to the American culture, language, civilization, and literature, simply because it's a part of their academic program. The sampling is taken from Algiers where the American embassy is located and many of its Public Diplomacy activities are applied.

Discussing the study's data

1. Speaking and understanding English fluently

The public American diplomacy focuses some of its activities in teaching English language that is why we urged to know the level of this language among sampling members as the following:

Figure (1):

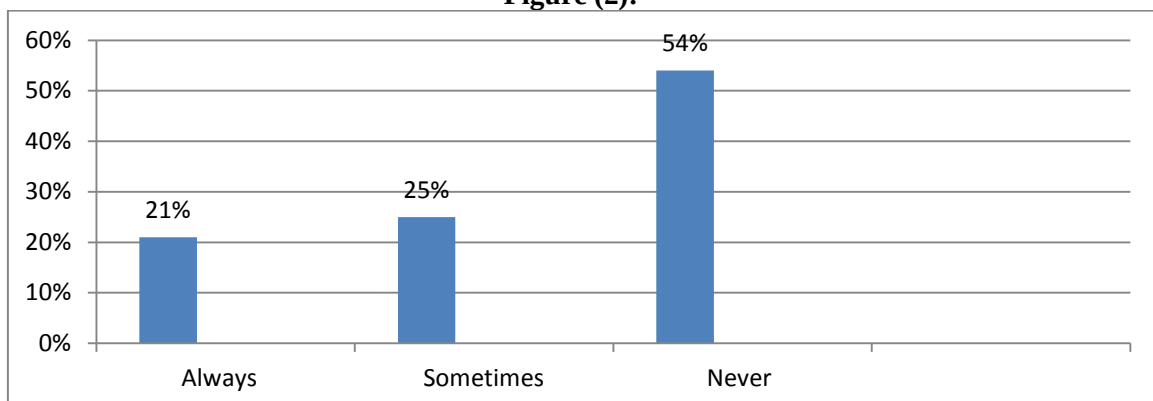


The source :

The results show that the highest percentage represents the sampling students who do not speak English, despite many American efforts and free programs concerning teaching the English language in Algeria for different ages. The rest 34% value represents students who speak it fluently. So, Do the respondents know or no about these free programs concerning teaching English language or do they not impress them? It's a question we can try to answer after analyzing the remaining questions.

2- Reading American Literature:

Figure (2):

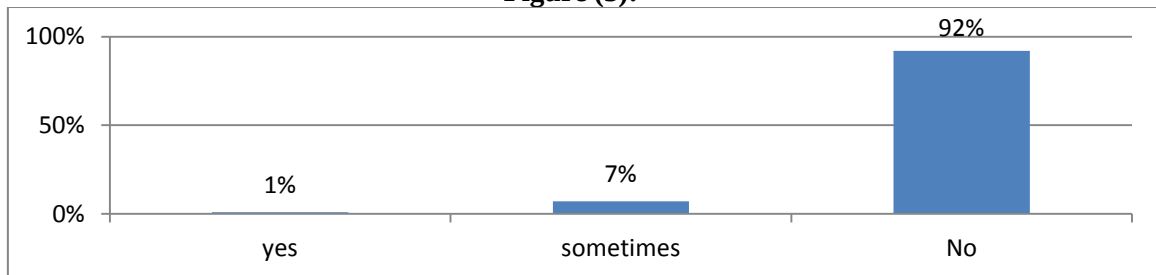


The results show that the most of sampling members don't read the American literature; and who reads are the students of the English language because they study modules which oblige them to do reading cards, also we need to mention those who generally like reading.

The non-readers of American literature can also be explained by the low reading rate in Algeria. According to an investigation done in Algeria in 2009 revealed that the rate of readability is only 6.8 percent, and All readers in Algeria prefer to use Arabic by 51%, while others employ French with 35.2%, while English users do not exceed 3.5% (Kamil Shirazin ,2009). Also, we have to mention here that the Arabic language is the official mother tongue in Algeria, while French is the first foreign language. So, in general it is not a problem of favoring literature from another.

3. Listening to Radio “SAWA”

Figure (3):

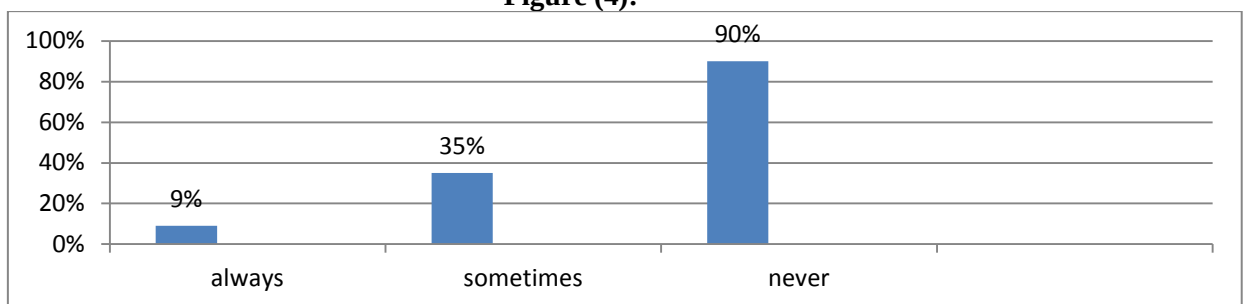


We see that 92% represents the sampling members who do not listen to Radio SAWA, despite its broadcasting on the Internet, Facebook and satellite too. In addition, this station includes Arabic and American songs that attract young people and teenagers, but there are many people also do not know about it at all.

4. Listening “VOA” Radio

The “Voice of America” differs from the Radio SAWA because it is older than the latter but the purpose is the same. So, are the results of the question about listening to “voice of America radio” different from those of Radio SAWA?

Figure (4):

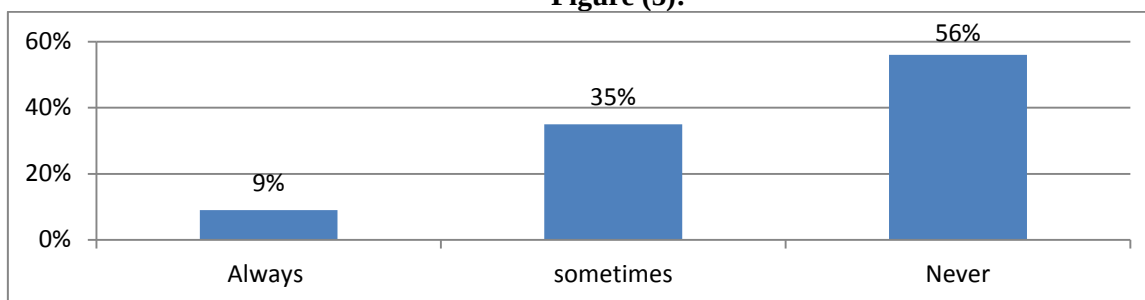


The highest percentage is about 90% of sampling members who do not listen to “Voice of America”, so both radios (VOA and SAWA) have not a strong presence among sampling members, as the results show there are a few listeners of these radios.

5. Watching Al Hurra TV:

The listening to Radios was very low, so what is about news channels as “AlHurra TV” that was founded after the American invasion in Iraq on February 14th, 2004.

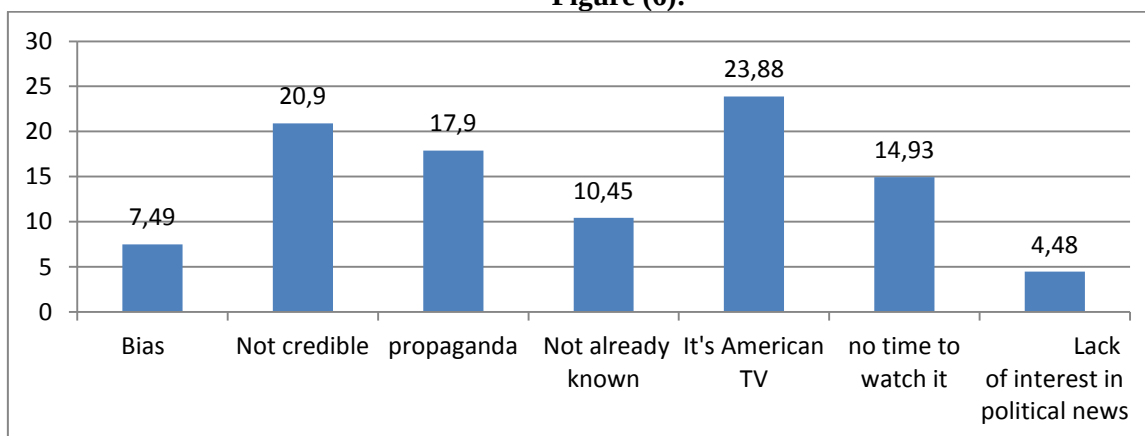
Figure (5):



The source :

56% represents that the most of sampling members of this questionnaire are not watching *Al-Hurra TV*, and their reasons are the following:

Figure (6):

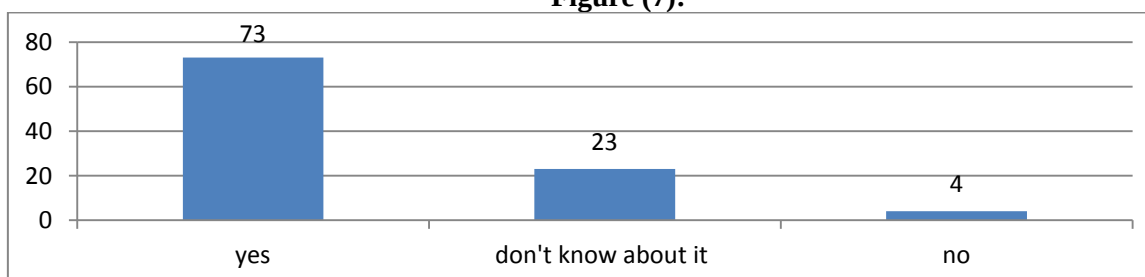


The results above show that the sampling members are conscious when dealing with media content, they select just what it agrees with their attitudes concerning international news. Although *Al Hurra TV* is in Arabic but there are many people who do not watch it. These results are similar to Injy Galal's study (2006) because its sampling's members do not watch *Al Hurra TV* because it is American and in contrary they prefer *Al Jazeera* and *Al Arabia TV*.

6. Reading "*Hi*" magazine:

"*Hi* magazine" had a short life, it disappeared after its third anniversary in 2006. So, did the respondents read the magazine before or no, or never heard about it?

Figure (7):



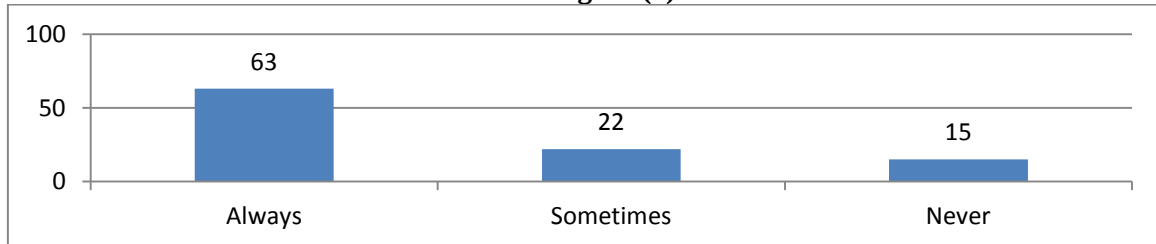
Most of the respondents did not read "*Hi* magazine" before with 73%, this value is a greater rate among all of the specialties. The comparison between *Hi* magazine and *AL Hurra TV*, *VOA* and *SAWA Radio* shows an equivalence of results. It is true that *Hi* magazine had been closed in the short period from its beginning, but this study included it because this magazine was considered as one of the means used by America to ameliorate its image, and in order to

know if the sampling members have read it before, especially, because it was published in Arabic language and dedicated to young and teenagers.

7. Tracking American programs in mbc4 :

Leaked information about mbc TV, it reveals a dialog between two responsible men in Jeddah Starbucks. One of them said “It’s still all about the War of Ideas here, and the American programs on “*mbc*” and “*Rotana*” influenced the thought of the ordinary citizen in a way that ‘*Al Hurra*’ and other USA propaganda never could”(Hamid Alumar, 2013). Which led us to wonder if the study sample follows the American programs in *mbc4* channel ? This will be explained by respondent’s answers.

Figure (8):



We found that 63% answered “Always” and with approximated rates among the sampling students of different fields chosen for this research, it is an important percentage and explains more the importance of this channel for the Algerian advertisers, cause a large number of advertising broadcasted on the channel is in Algerian dialect, at the same time it indicates the large number of Algerian audience. Thus, The goal of integrating *mbc4* TV in American public diplomacy tools, although it is not a non-American channel, it was important to know how US soft power infiltrated through non American ports and how to resonate with the recipient.

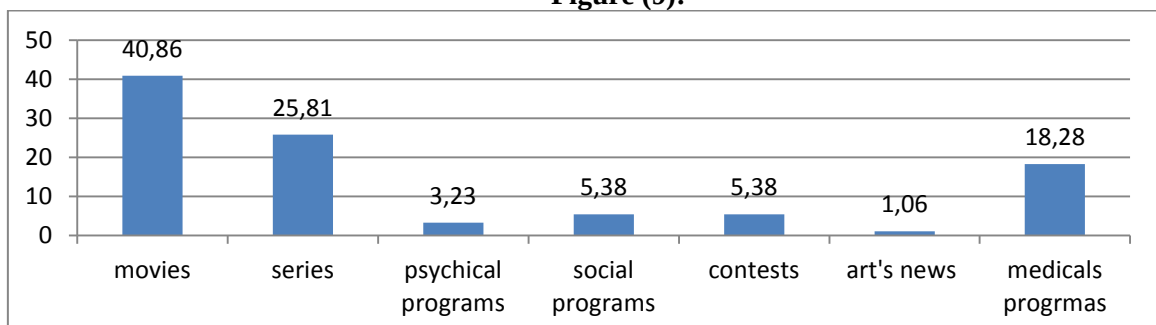
What we have noticed in advance that *Hi* magazine, *Al-Hurra* TV, Radio “*SAWA*” and VOA are not followed as *mbc4* Channel. Let’s not forget that the reason for the rejection of *Al-Hurra* TV according to the respondents was because it is “American”. So we may understand that boycotting American media or channels cause they carry the American, but people do not boycott American programs like films and series that are broadcasted among non American channel. Really, It is a strange paradox!

According to this analysis, we note that America is a smart state which always finds ways in order to pass its messages.

8. most American programs watched on MBC4:

As it was mentioned above, the respondents are interested in watching American programs in MBC channel. so. what are they?

Figure (9):

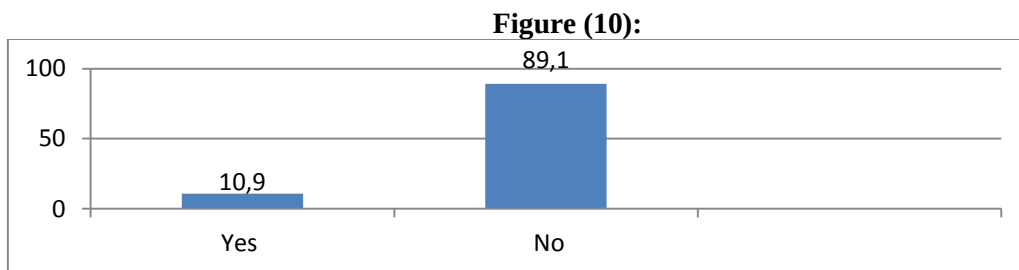


Generally, all the American programs gain watching value in different rates, especially movies. Here we refer to the Hollywood cinema and American series too, that aim to show the advantages of the USA, Its endeavors for peace, they also transfer the principals of the "American dream". We should notice here that Cinema and series stories are not reality inspired, they are just an industry of reality.

Furthermore, America seeks through these channels to fulfill its goals and to show the strong and developed state which all countries have to adopt the American model.

9. Belief in American Democratic values:

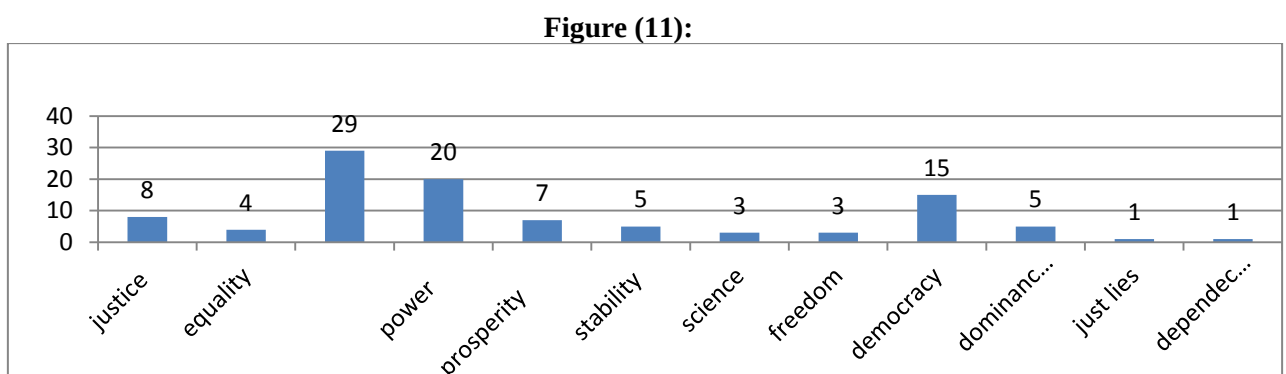
The slogan adopted in foreign and interior policy of the USA is "democracy". It is considered also as a tool or a way to intervene in the intern affairs of certain countries like it was in Iraq. So, does the sampling study believe in American democratic values?



The figure above indicates that there is a high rate of non-believers of American democratic values compared to those who do. Therefore, these values remain the subject of debate between those who accept and who disagree with them. Some see it as a mean of intervening in the internal affairs of the countries. Some others think that this democracy is applied only in the USA. Other opinions find it intolerant with Islam even within democratic America's borders.

10. American Dream

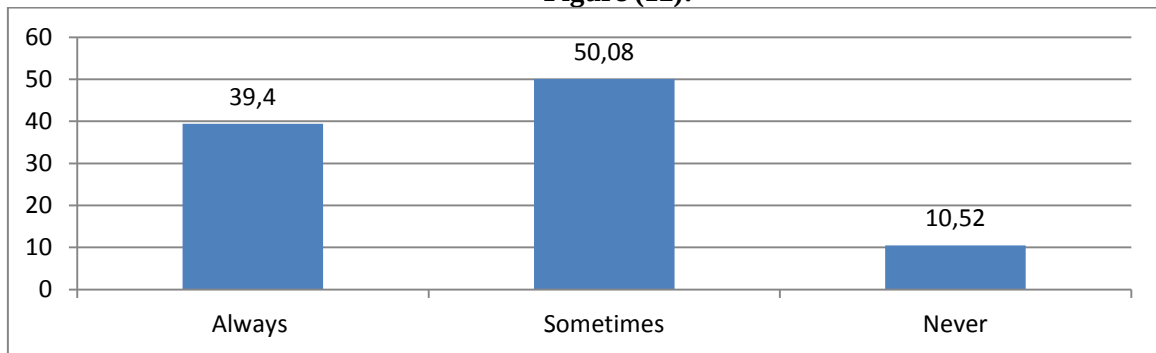
In his book "Social justice and the distribution of wealth in Islam, Dr Zohair Al Aawaj (2000)" said: "Dreams are not like truth and reality is not an illusion...If the American dream is real, so why it is called **Dream!**" Thus, the purpose to integrate this question about the American dream, is to know how respondents think on this topic, Do they agree with this author or disagree? The answers were as follows:



The answers show that 93% of sampling members are positive towards the American dream. 8% have a negative vision. 1% are supporting the saying above: "it is just a lie". 6% see that the American dream is the way to dominate the world morally then military. This is what we call Soft power to gain minds and hearts which is the base of the American public diplomacy.

11. Dream traveling to the USA

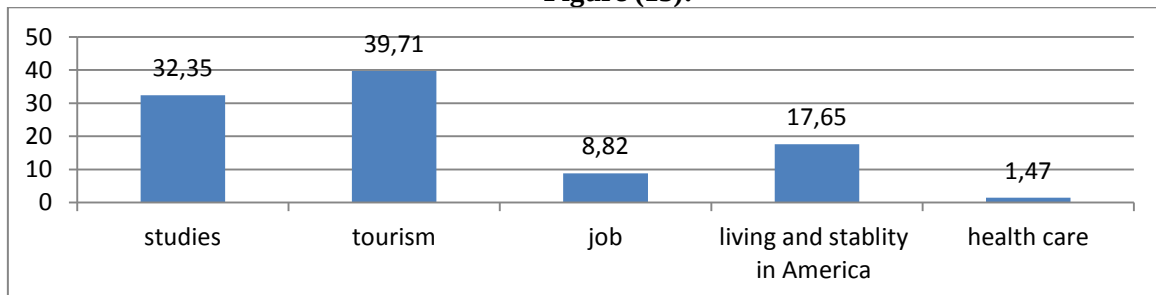
Figure (12):



The highest rate here is estimated at 39.4%, which represents those who want to travel to the USA. The results show also that 89.48% of the sampling desire to travel to the USA even if the idea is dominant in their thoughts or not. In contrary, 10.52% represents who don't think about this dream. Now we want to know what are the reasons behind the traveling desire to America?

12. Purpose of the travelling desire to America

Figure (13):

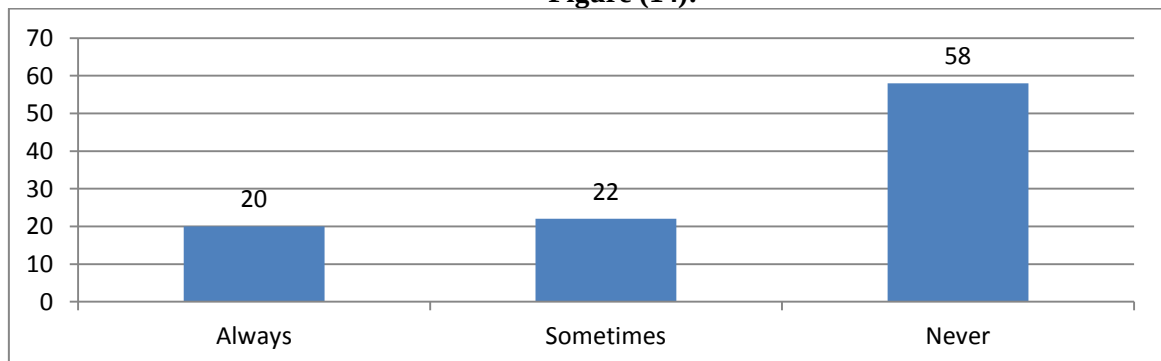


The source :

The sampling of this study indicates that the dream of travelling to the USA has many reasons, the first one was for tourism with 39.71% then the second was to study there, here we notice that America facilitated many ways for Algerians brains-immigration who found their success in different fields. so all the reasons indicates the advantages of the USA.

13. Knowing about activities of American Embassy in Algeria

Figure (14):



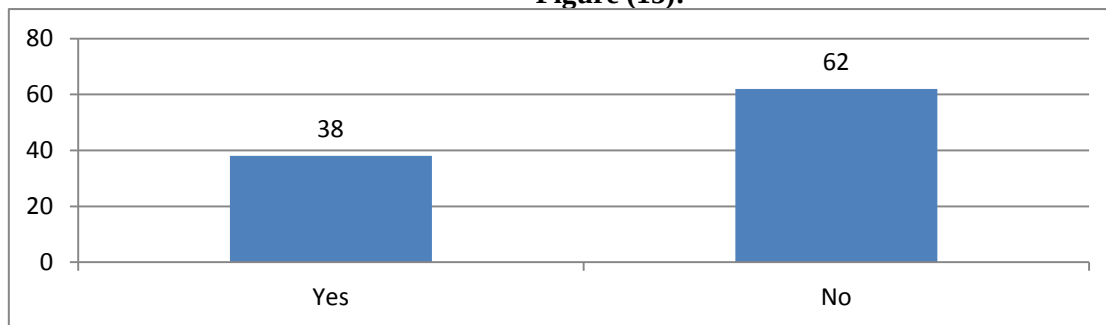
There are many sampling members do not know about the American Embassy activities, despite it broadcasts them on its websites, social media or Algerian newspapers as well as private channels. Also, most of these practices and activities are applied in Algiers, the

Algerian capital, where the respondents live and most of these activities are applied. Does this mean the failure of USA communication strategy to attract Algerian people to its programs through its messages broadcasted in different media or they do not trust them? Till now we cannot assume. In fact, it needs other research.

14. Fulbright program:

Fulbright Program is one of several American programs whose goal is to attract students and give them a full free scholarship. Do the respondents hear about it?

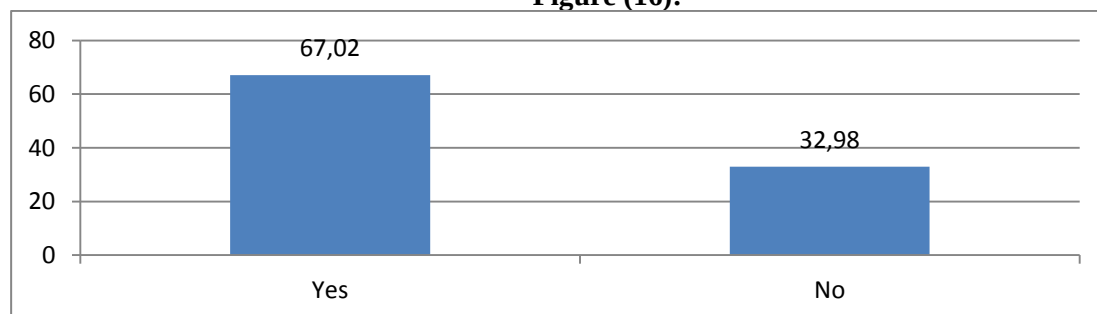
Figure (15):



Many members of sampling do not know about it. So, do they intend to travel to other countries except for the USA in contrary to the high rate mentioned before of having desire to study in the USA, or this scholarship is not enough advertising in Algeria?

15. Green Card program:

Figure (16):

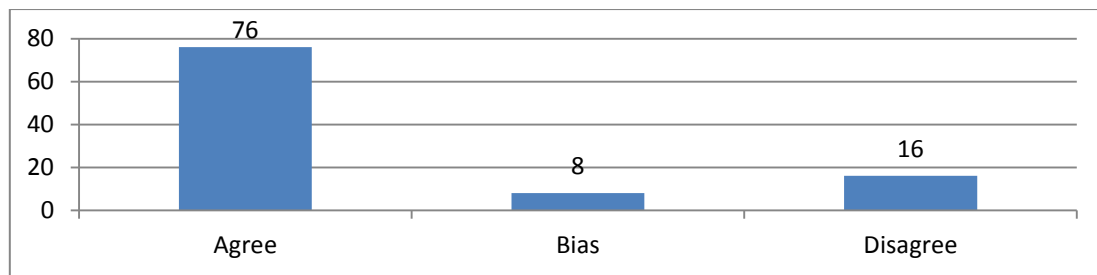


In contrast to the Fulbright program, the Green Card is popular at the sampling; 67.02 % know about its existence. According to the indexes we have reached, from 1999 until the 2013 year Algerians were benefiting from this card in variable rates for each year. In 2003, the year of American colonization of Iraq; a high rate of 1439 beneficiaries has been registered, in addition to 1753 beneficiary in 2011 and 1799 ones in 2012. This last period was correspondent to the American withdrawal from Iraq, and at the same time the beginning of Arabs revolutions. In 2013, it has been registered higher rated than the previous rates, it was 2661 beneficiaries. Therefore, the dream of traveling and living in the USA still exists, regardless of political circumstances in the Arab's world.

16. Negative feelings towards America:

The American public diplomacy aims in the Islamic world to improve the negative feeling towards it. Do the sample have a negative feeling towards the United States?

Figure (17):

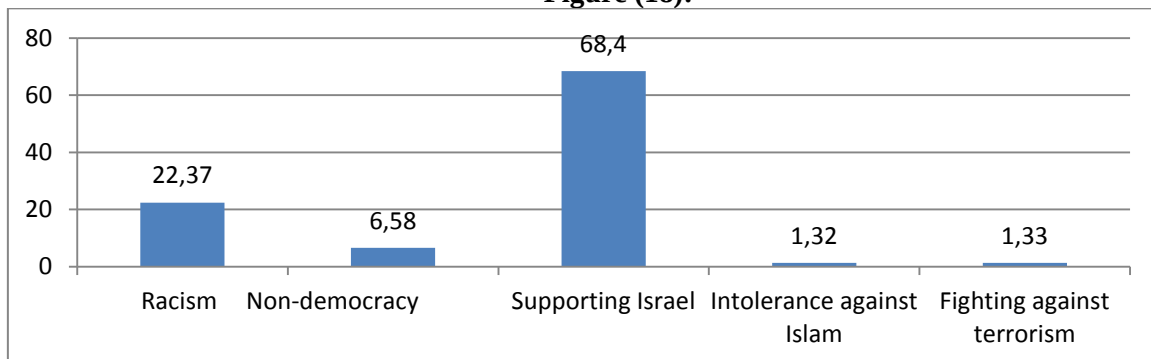


A high rate of the sampling study represents a negative feeling towards the United States. So, despite the belief in the American dream and the desire of traveling to this country, the negative feeling towards the United States still exists.

17. Reasons for negative feeling toward the USA:

Here are the reasons for the negative feeling of the respondents toward the USA.

Figure (18):

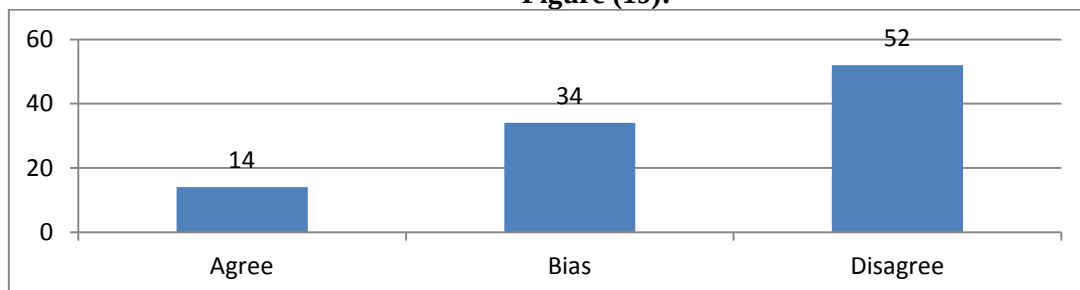


Many sampling members to the rate of 68,4% think that America's support of Israel is the main reason for the negative feeling towards the United States. Thus, most of the studies Injy Galal (2006) and Sobhi Asila (2007), including our own, indicate and confirm it.

18.Improvement of America's image after its withdrawal from Iraq:

According to the report of Sobhi Asila (2007), the expert at the Al - Ahram Center for Political and Strategic Studies in Egypt shows that the image of the United States will be improved after the American withdrawal from Iraq. But the question here is: has this negative image improved at sampling's members after the American withdrawal from Iraq?

Figure (19):



The source :

The highest rate of 52% represents who see that the USA have a bad image. Does that mean the withdrawal of America from Iraq is not enough? Or the withdrawal did not omit the impacts of the illegal American war against old civilization like Iraq. Or as Karen Hughes, the former undersecretary of American public diplomacy said: "improving the world's view of the United States is a long-term challenge ...This will take a number of years" (The Associated

Press,2007) . It may has other causes such crisis in Arabic countries due a conspiracy planned by Western powers, simply America.

19. The USA behind the Arab Spring uprising

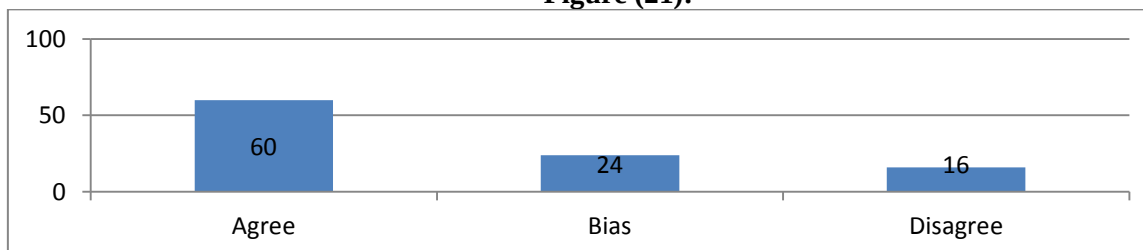
The Arab countries live in internal circumstances which began with huge peaceful manifestations in some Arab countries at the end of 2010 and the beginning of 2011. But the end of this crisis is not known yet, if it is going across peaceful ways or the opposite. Some classified these circumstances as a people's revolution, but some others considered it as an "invisible hand" and the main accused is the USA to create an instability in the Arab world. Do sampling members think that the USA behind the Arab Spring revolutions and destabilizing security of the region?.

Figure (20):

Most of the respondents about 72% think that the USA is behind the Arab Spring revolutions compared to 4% that do not share the same point of view. So this bad image of the USA also has not been improved because of the repercussions of the Arab Spring revolutions.

20. The importance of Algeria for America

Figure (21):

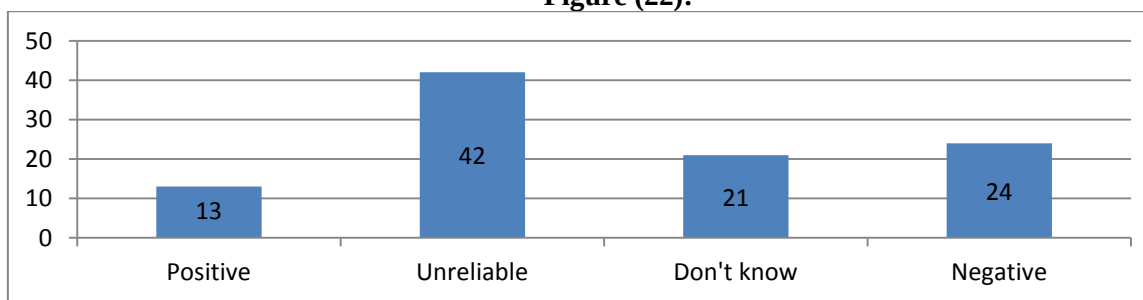


The source :

60% think that Algeria has a high and important rank for America, especially on what is related in economic and energy fields in Algeria. In addition, Algeria is a strong supplier of petrol in America. That is what reflects the U.S -Algerian cooperation in the energy field.

21. Algerian image for USA:

Figure (22):

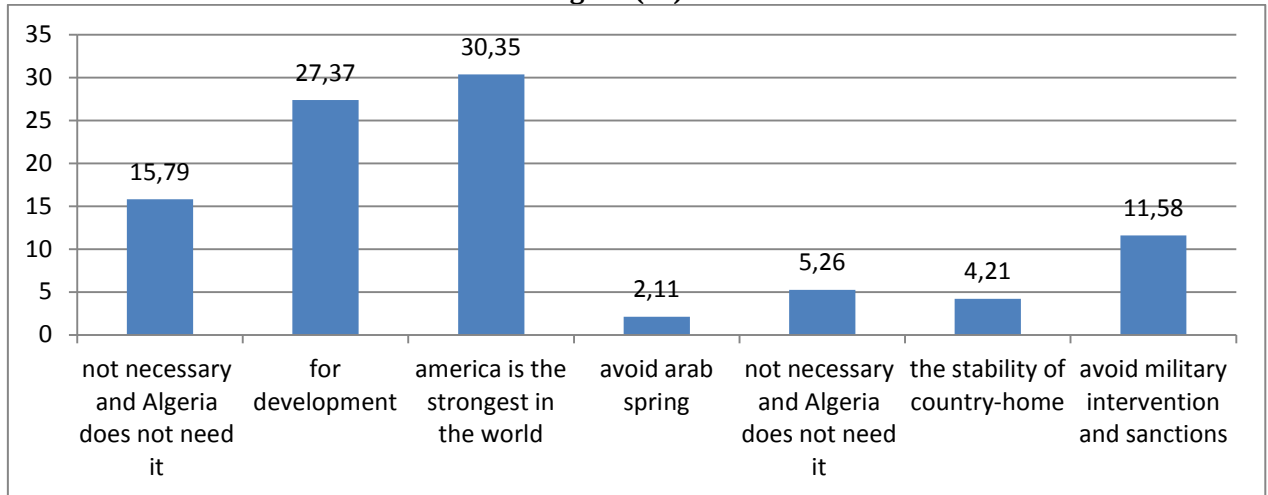


The majority of the sampling members think that the American-Algerian relations very unreliable. In fact, their political relations are weak. They are not agreeable for many points. Algeria does not recognize Israel as a State, it is supporting both of Palestinian and the Sahrawi affairs. In sum, Dr. Leed Zaghlami (1999) described the Algerian-American relation as "a short honeymoon".

22. Necessity of a good Americano-Algerian relations:

The last question was if the existence of positive and stable relations between the two states is necessary. If So, what are the reasons? The answers were as the following:

Figure (23):



The answers show that there is an agreement about the necessity of these relations between the two parties with 73,51%, in contrast with 24,18% who are against these relations. Although of non-confidence in the USA (negative feeling, bad image, the support of Arabic spring revolutions), it is considered among some people as the successful resolution for the country progress and to keep its security and stability. This is what we call pragmatic vision which aims to reform the home- country, in condition to non-intervention in internal affairs of the country. in brief, it is “the realization of the American Dream under an independent Arabic flag in all fields”.

II. Results And Discussions

In light of the results we concluded that US public diplomacy in Algeria was so far unable to change the Algerian youth opinion to favor US. This is due to many reasons. The USA practices many public diplomacy activities, but some them are unsatisfactory among sampling members, they do not read American literature, they do not listen to Radios *Sawa* and *VOA*, they do not watch *Al Hurra* because it is an American channel and they do not know about *Hi* magazine. But in the contrast, they watch all kinds of American programs broadcasted on MBC 4.

The embassy is the primary means of public diplomacy and the main provider for its activities. However, we found that the respondents do not know about these activities. In the same context, 50% of the sample does not know about the Fulbright program, unlike the green card program, a small percentage does not know. we have to notice again that the sample are students who have in general the dream to travel to America or to settle there for different reasons.

The sampling members do not believe in American democracy values, but they believe in the American Dream (development, prosperity, justice and equality). That is the reason showing the desires of travelling to America for tourism, study, work and stable life over there.

Despite the American withdrawal from Iraq, respondents find that the image of the United States is still bad, They also hold America the responsibility for triggering the Arab Spring revolutions, which explains the negative sentiment towards the USA. Even though the main reason behind it is the American-Israel support.

Although this negative feeling toward USA, the respondents think about the necessity of building relations with the USA. it is for them the strongest state in the world, so the stable relations will lead to ameliorating the country's situation and its development in every field. Whereas, others considered as a threat to the country's stability. So, it must be there good relations to avoid foreign intervention and economic sanctions.

Therefore, the results of this study do not differ from the results of Enjy Galal study (2006), also with that of Sobhi Asila (2007), but his hypothesis on the possibility of improving the image of the United States after the withdrawal from Iraq. did not succeed in sampling. Especially since the Arab region is not in security, because the end of the US invasion of Iraq saw the beginning of the Arab Spring revolutions when the United States was accused of being behind them.

III. Conclusion

The results assert that "the shadow cannot be straightened if the object is not linear", so the problem is not an ability to defend the American position and its image, but it is a long history of overloaded alignment against what the Arabs regard as their essential issues. Particularly, for Algeria which is "the defender of the right of peoples to self-determination". The American mental image consistent with the Arab-Israeli conflict seems far from any possible influence, whatever the messages included in its various public diplomacy activities, especially the media to change this bad image.

However, looking at the situation in reality, it is clear that the vision of the peoples of the region and their general attitudes towards the United States appear very complex and present contradictory indicators at the same time. In one hand, On the one hand, we see a marked anger and dissatisfaction about the US power, which led to the hatred and resentment of all what is American. In the other hand, we note strong signs of the spread of Soft-power in the region. The young people are interested in American life and popular culture (fast-food, fashion, songs, music, Hollywood movies), in other words, keeping the American dream made by Soft-power and the public diplomacy through the media, especially movies and series, in addition to them the nice image which will be transmitted by beneficiary of cultural, academic, scientific American exchanges.

We conclude that all kinds of power, hard or soft, are tools to achieve the of the United States interests to dominate the world and to maintain absolute American superiority politically, economically, culturally and militarily. Algeria is part of this plan. It is good that Algerian people are aware of what is happening around him, especially in this sensitive stage when Algeria and other Arab and Islamic countries are experiencing. which led the sample of the study to express the importance of good relations between Algeria and America in order to avoid the revolutions of the Arab Spring. We also conclude that the important thing that the United States seeks through this diplomacy is to have a loyal elites, influenced by all that is American in the societies in which they belong.

– **Referrals and references:**

- Al Aawaj, Z.(2000), el-aadala el-ijtimaiya wa dawabit tawzie etharwa fi el-islam. [Social justice and the distribution of wealth in Islam].
- Alumaryi,H. (2013), wikileak stafdah mbc wa Rotana ![Wikileaks Reveals mbc and Rotana!]. Lojainiat, <http://lojainiat.net/main/Content/> [21.01.2014: 21;41]
- Galal, I. (2006). Assessing Arab Public Opinion Towards USA: Reactions to Public Diplomacy. paper delivered at the International Association for Mass Communication Research, The American University in Cairo
- Gurgu, E., & Cociuban, A. D. (2016). The Role Of Public Diplomacy In International Relations In Full Process Of Globalization. Annals of Spiru Haret University, Economic Series, 7(2), 125-143.
- Mechehoud, M. (2016). US Cultural Diplomacy in the Middle East and North Africa: The Impact of the MEPI Program on Youth Political Involvement and Civic Engagement (Doctoral dissertation, Bowling Green State University).
- Nasr, S. V. R. (2014). The dispensable nation: American foreign policy in retreat. Anchor.
- Sardar, Z., & Davies, M. W. (2003). Why do people hate America?. Red Wheel Weiser.
- Shirazi, K. (2009). nisabt makroiya fi l djazair la tataeata 6,8 bil meaa![Readiness in Algeria does not exceed 6.8%!], Ilef, <http://elaph.com/Web/Culture/2009/3/418176.htm> [12.10.2016: 12.32]
- Sobhi, A. (2007). Confusing Hearts and Minds: Public Opinion in the Arab World. Arab Insight, Vol. 1, No. 2, hlm. 19-21.
- The Associated Press (2007). Kareen Hughes to leave State Departement : longtime Bush advior living after stint pitching U.S . image abroad http://www.nbcnews.com/id/21560044/ns/politics-white_house/t/karen-hughes-leave-state-department/#.XBGEdR_jLIU [06.07.2017: 11.56]
- Tuch, H. N. (1990). Communicating with the world: US public diplomacy overseas. Macmillan.
- Zaghلامي, L. (1999). Mass Media and the US Image. Images of the US around the World: A Multicultural Perspective, 103.