



NEWS

ALJAZEERA
AMERICA



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"Al-Jazeera" is an international broadcaster with its headquarters in Doha, capital of Qatar. It was established in 1996 by the decree of the Emir of Qatar.

The world became known after it began to cover the air and missile strikes of the coalition troops on Afghanistan and broadcast statements of Osama bin Laden on TV.

The name " al Jazeera "in Arabic means" island " -the traditional Arabic name of the Arabian Peninsula on which Qatar is located.

- * The company has its website on the Internet, which since 2003 also has an English version – now the official website of the channel "Al Jazeera English".



The site of "al Jazeera" consists of 8 parts of which each part is divided into several:

News

Middle East

Documentaries

Shows

Investigations

Opinion

In Pictures

More



*** Analysis of the appearance of the site**

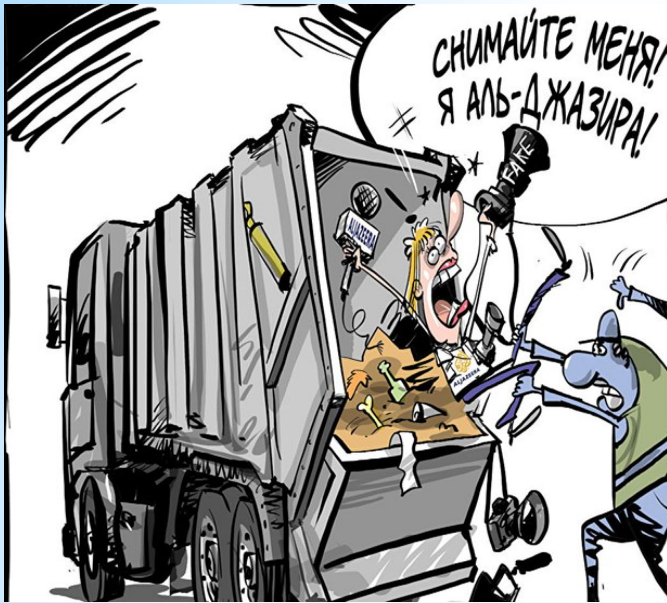
The first impression of the site is quite positive, as the background color and fonts in one word are all interested. White color is bright and many people like it, also can be seen very well. This item echoes the first, but the design is the main thing. It is not necessary to chase the trend effects, the main thing is that the design is simple and clear to the user.

The site loads very quickly, within 2-3 seconds. The language of the site is clear to everyone, there are no unfamiliar words in the menu, so every visitor will understand.

In General, there are all conditions to assimilate the material and be aware of what is happening in the world, because the site of al Jazeera will inform not only the news of Qatar and Afghanistan or Iran, but the whole world.

In addition, given the program schedule for local time and the United States. In addition, the site allows you to listen to and watch online all programs. So, al Jazeera website provides a service not only in the field of online journalism, but in 3 form.





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Because of what the Qatari government owns, it is often accused of supporting the Muslim Brotherhood and broadcasting the ideas of radical Islam. The world became known after it began to cover the air and missile strikes of the coalition troops on Afghanistan and broadcast statements of Osama bin Laden on TV.



This information policy of the Qatari TV channel led to the fact that in the period from 2011 to 2013 it lost 86% of its audience. The number of viewers of "al Jazeera" around the world decreased from 43 million to 6 million.

*** Analysis on al Jazeera news**

1. Looking at the site and the schedule of programs, you can immediately understand that the TV channel "al Jazeera" is considered an effective tool of Qatar's foreign policy, which aims to weaken the key countries of the region, such as Egypt, Libya, Syria and Saudi Arabia. Also informs about the news of the world. On articles it is noticeable that journalists of this TV channel have freedom of speech.

2. The content of news, global information, gives clear information. Al Jazeera news is a major television broadcast from Afghanistan and other war-torn countries. In 2012, working with American colleagues, the TV company wanted to create courses for journalists to make shots that could be shot even on the phone and send news from the front.



* For example, the last 5 news site al Jazeera

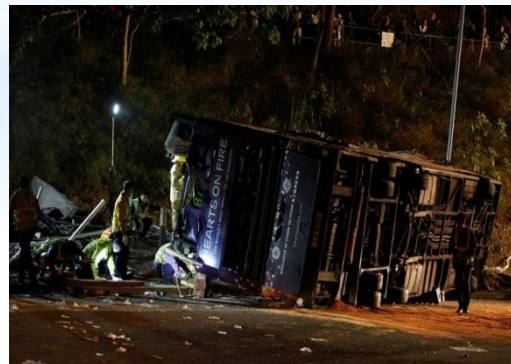
1. Fierce gun battle as fighters storm Kashmir army base.

2. Fatah official booted from Palestinian mourning tent.

3. Modi visits Ramallah, backs independent Palestine state.

4. 18 killed as double-decker bus crashes in Hong Kong.

5. Record 17,000 women contest Sri Lanka elections.





- * In 2012, the Royal television society of great Britain recognized Qatari TV channel al Jazeera as the best news channel of the year for coverage of the "Arab spring" and for providing "a look at the events from within".



Now the channel restores the losses of the audience. As of July 2017, more than 21 million people signed to Facebook page, more than 12 million people on Twitter



**THANK YOU FOR
YOUR ATTENTION!**

ANY QUESTIONS?

**NO? GREAT!
BYE.**