

## THE MAKING OF THE EGYPTIAN REVOLUTION

HALA EL ZAHED

Research Scholar, Cairo University, Faculty of Economics and Political Science, Doc-Euromed Studies, Egypt

### ABSTRACT

The **image** represents a message transmitted of one individual to another. It can be about gender, minorities or ethnic groups or countries. **Image** or reputation describes the way in which a country and its policies may be perceived by others. **Images** are powerful political statements... they may be transmitted by the use of words. <sup>(1)</sup> "The **image** of a person needs to be recognized as a positive one. So are countries which are made up of people and are run by political elites. Historically, political leaders have recognized that **images** matter."<sup>(2)</sup>

This study endeavors to discuss how Western press portrays the Egyptian Revolution and accordingly affect policy-making. Imperatively, the majority of the people have no chance to personally see what a foreign country is like but they see **images** of these countries in the media. Mass media have always been responsible for **image** building and formulating public opinion. Particularly, newspapers have constantly been labeled for their authenticity and; hence, they affect people's attitudes concerning a country's local and international affairs. Newspapers do not only transmit information, but they have also become a tool directing people and creating their ideological, political and social dispositions. Newspapers play a pertinent role in shaping, formulating and impacting public opinion and, consequently, a country's decision-makers' policies.

**KEYWORDS:** Egyptian Revolution

---

<sup>(1)</sup>Michael Frendo, President of Malta's Foreign Affairs Commission to open CEPIC Congress, in a speech about *The Politics of Image*, delivered in Malta on June 4, 2008. He cited a visual **image** of Mahatma Gandhi arriving accompanied by a goat at 10 Downing Street or collecting sea water after walking for miles in a public appearance to oppose law of salt production.

<sup>(2)</sup>Jianqing Wu, "An Empirical Study of Stereotyped **Images** of China in American Media, School of Foreign Languages, Qingdao University of Science and Technology, Qingdao, China," *Journal of Language Teaching and Research*, 1, no. 6 (2010), pp. 913-917. Barbara Reskin, The Proximate Causes of Employment Discrimination, 29 CONTEMP. Soc. 319, 322-23 (2001) in "The Passions of Battered Women: Cognitive Links. Between Passion, Empathy, and Power," Mary Becker. *William & Mary Journal of Women and the Law*, Vol.8. Issue 1, Article 2.