

Attitudes of the Economic Elite Towards the Jordanian Daily Newspapers' Handling of the Economic Affairs During the Corona Crisis.

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Abstract

This study aimed to reveal the elite's attitudes towards the daily newspaper's handling of economic affairs during the Corona pandemic crisis, by monitoring the elite's evaluation of the daily newspapers' performance and the role they play in interacting with the economic crisis positively and negatively, measuring the effectiveness of the jobs practiced by them, identifying the shortcomings in their performance while covering and addressing the economic issue during the crisis. This analytical descriptive study used the survey method and the questionnaire as a tool to collect data from a purposive sample of 50 individuals from the economic elite in Jordan. The study reached the following main results:

1. The percentage of the economic elite's follow-up to economic affairs in the Jordanian daily press during the Corona crisis is 76%, and 40% of respondents follow the economic content in the two newspapers; Al-Rai and Al-Ghad together. Al-Ghad newspaper was the most preferred in following up the economic content with a rate of 58%, followed by Al-Rai newspaper with 38%.
2. The majority of the elite, with a percentage of 79.6%, believes that the press news is the most common among the journalistic arts in the daily press coverage of the economic dimensions during the Corona crisis, followed by the press report by 75.6%, and then came the journalistic patterns that could include analysis, opinion articles 68%, Press interviews 59.2%, press investigations 55.2%.
3. The majority of the elite, at a rate of 81.6%, believes that newspapers have covered the government's activities in dealing with the pandemic on an ongoing basis, and 70.8% believe that the daily press based its treatment on publishing government trends without commenting on them, while 71.2% believe that the journalistic treatment presented multiple opinions of economic experts during the pandemic, and only 52% of them believe that newspapers provide specialized visions to address the economic situation in a comprehensive manner.

4. The majority of respondents believe that the daily newspapers, in their coverage of the economic consequences of the pandemic, focused on the aspects and issues directly resulting from the pandemic and affecting Jordan, like the rest of the world, and not resulting from the government's measures in dealing with the pandemic, while focusing on government measures supporting the economy to reduce the effects of the crisis and on government economic stimulus packages.

5. From the elite's point of view, the daily newspapers' coverage of economic affairs during the crisis was characterized by repetition of topics, superficial, non-specialized, non-comprehensive treatment, did not consider balance and the areas they covered were limited, but they adhered to honesty and focused on issues of interest to society.

Key words: Attitudes, Economic Elites, Economic Press, Economic Issue, The Corona Crisis.