

***Economic Press Coverage in the UAE.
Study of Content Analysis of Daily Economic Supplement
Al-Etihad Newspaper 2018***

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Abstract:

The study tackled economic news coverage in its different forms (news, reports, press interviews, articles) of the economic supplement of the UAE daily newspaper Al-Etihad. Research has been conducted by studying a random sample of the daily economic supplement in November 2018. The study focused on several types of the journalistic forms published by the mentioned annex, besides the extent of economic and developmental coverage of this supplement to other forms such as the publication of studies or economic analysis or even the use of the investigative press with all its outputs to serve this coverage satisfy the growing needs of readers. The latter are interested in economic issues that are of much interest to large numbers of readers nowadays.

The study also examined the economic news forms on which the editorial policy focuses on the appendix and the different sources from which the issuers of the appendix draw this information and organize these sources according to specific criteria such as relevance, credibility, and credibility inclusiveness, and others. This procedure is to know the percentage of ready-made news (negative) in addition to news produced by the newspaper staff (positive) as well as news from public institutions that the newspaper works to support and reformulate (positive/negative). The researcher relied on the methodology of the media survey and the content analysis tool for seven economic supplements for the newspaper mentioned (days 4, 5, 7, 9, 10, 11, and 26/11/2018). The study included three axes, one devoted to the theoretical framework and the second to the methodological framework. Whereas the third axis was devoted to the analytical study.

Keywords: Economic press- Journalistic forms –Sources of news- Economic news coverage.

1- INTRODUCTION:

The media plays a large role in society through its various means (journalism, radio, television, and social media), and it also participates daily in the process of satisfying the need of society members of different ages and levels in relation to their needs regarding media coverage or communication in various aspects of the social, economic, political, and educational life, needless to say, it's an important role in informing, and shaping people's opinions. These are achieved based on the source, the message, and the recipient. (1) The economic coverage in particular (from news, reports, press interviews, articles, studies, and analysis of economic and in-depth news) is done through the means mentioned above as an attempt to satisfy the needs of readers for the latest news of the economical, financial and local development. In fact, it has become an important material in the life of contemporary societies, especially after the increasing level of education and living standards besides the big alteration in terms of lifestyle and consumption in most societies and including the Arab Nations. For that reason, the economic news undergoes many concerns as the economy today is the engine and the concern of the population compared to past decades. This study will highlight the economic coverage of the UAE daily newspaper Al-Etihad through its daily economic supplement and the role of the press mentioned above formats published in it. We will also focus on this newspaper and its supplement by examining its economic pages, using the content analysis methodology, which usually turns much information into small categories with better meaning. Therein, we derive specific characteristics in communication messages objectively (2). The newspaper is widely distributed throughout the UAE and the Gulf Cooperation Council (GCC) countries (3).

1.1. The importance of the study:

The importance of the study stems from the importance of the daily economic supplement of Al-Etihad newspaper, along with its role in publishing the pictures of the UAE economic activity and educating and enlightening the reader about the economic issues taking place in the country to participate positively in the economic process and to develop relevant plans and decisions.

1.2. The problem:

The study's problem is the researcher's desire to identify the trends of press coverage in economic affairs in the supplement of the newspaper Al-Etihad and try to answer the following questions: What types of economic press releases are published in this Annex? Do these forms meet readers' needs and satisfy their expectations regarding the economic aspect and its multiple forms? Do they identify the variables that relate to the trends of coverage? Which are the sources of information and editorial policy of the newspaper and the readership?

1.3. Research questions:

- 1- Do the editors of the economic supplement in the newspaper Al-Etihad publish the economic news without considering the balance in the publication of other forms?
- 2- What is the criterion on which the editors of economic affairs are selected in the Annex?
- 3- What is the rate of interest for the daily supplement of economic news or other forms

compared to the economic pages of different newspapers?

4- What are the editorial arts used to raise economic issues in the daily economic Annex of the Al-Etihad?

5- What are the objectives sought by the economic supplement of Al-Etihad newspaper to achieve when dealing with an economic issue?

6- What are the most important problems facing editors of the supplement in the newspaper?

7- Does the economic situation in the UAE encourage the establishment of a specialized economic daily supplement?

8- How does Al-Etihad's economic supplement deal with current sustainable development in the UAE?

9- Can the economic supplement of the Al-Etihad newspaper make an active contribution to the ongoing economic development in the country?

1.4. Objectives of the study:

1. Identify the coverage trends in the editorial policy of Al-Etihad newspaper (the appendix is part thereof), as well as clarify the relationship between the coverage trends and the sources of information of the newspaper, especially in the economic aspect.

2. Monitor and analyze press forms adopted by the newspaper in its coverage of economic affairs in general, and check whether these forms are sufficient to meet the reader's needs or if certain forms are absent.

1.5. Study Approach:

In order to carry out this study, we adopted the media survey methodology as one of the most important methods for media and communication studies. To obtain the preliminary data from the study, WE have used the content analysis tool that describes the apparent content of the communication.

2- LITERATURE REVIEW

2.1. Theoretical framework:

The Economic Media is global, planned. Multidimensional activity addressed to the public opinion to convince it of the need to participate positively in the process of economic development, and to reform by giving a picture of the nature of the future economic directions, as well as to show the activities and economic events, besides to encouraging the movement of economic exchanges and investments in all its fields and its images through the so-called *enhanced communication for development*. (4)

2.1.1. Relationship of the media to the economy:

The economic press deals with the most relevant problems of reality and their impact on the daily life of ordinary citizens, which is the economic problem in all its dimensions and aspects. The economic press is the one that deals with the economic content in all its main and subsidiary issues and focuses directly on it and its various influences on different aspects of life.

We can define three types of journalism:

1. Economic rubrics or pages in the general newspapers (daily newspapers, weekly newspapers, general magazines).
2. The general economic newspapers, which focus mainly on economic material, are directed to readers' general audience, such as the weekly economic Al-Ahram issued by the Al-Ahram Foundation.
3. Specialized economic newspapers, which are directed to a specialized audience of scholars and academics in the field of economics, such as the Egyptian Quarterly Journal of Business Administration (5).

2.1.2. Media and Development:

Media has become the hallmark of the modern era, and its impact on our lives has become so great that no individual in any corner of the world can ignore it. It nourishes minds and moves them, changing the attitudes of individuals and guiding them according to what they want and realising events and informing news, pushing the people and nations forward and instill in them the spirit of advancing. That is the task of rational media; otherwise, it steps them back to underdevelopment or stagnation and inertia. This leads to an obscure, backlogged, and always stagnant Media, as a hostile media intent would stop people's march towards change and development. The media draws today what can be called the cognitive and emotional map of the Nations, which reveals positive, enlightened people who affirm their value and their existence. On the other hand, some people experience emotional and cognitive voids in the face of media pressure and direction that seeks to deprive individuals of their identity, affiliations, values, beliefs, and culture.

There is a strong link between the media and the economy. There is no longer so-called economic media after the economy has become part of the media industry, and the media is part of the economy industry. This interdependence is dictated by the demands of the modern era and its great achievements. The media that is specialized in the economy has emerged from the corridors of academic institutions driven by economic crises in the world, and the latest that was in the fourth quarter of 2008. This led the media to harness all its energies to follow these crises and subsequent economic shocks as a partner in bearing the negative and positive results and pay special attention to all sectors that deal with the media starting from the ordinary citizen the size of the distribution. Distribution and advertising is the main source of incomes for the media organization. Therefore, The media establishment and the economic establishment will continue to have a close, interrelated and cohesive relationship; if it is not in the means, it will be in the ambitious investment goals and objectives.

Economic coverage is important in influencing individuals and changing their tendencies and attitudes towards a general opinion about accepting the desired development idea in a particular field, whether economic, political, social, or human. This program is prepared in advance for specific places and at specific times. The development media guides the masses through well-known media, stimulates individuals, and reaches all those interested (6).

With the increasing degree of integration and interdependence of economies, skilled trade journalists have become an important part of any newsroom. No media body in the world

does not publish money reports either on the personal finances of the average citizen or on global economic policies. However, many journalists lack the training or expertise to cover this important field so that they can provide useful information to their readers or viewers. (7)

2.1.3. Skills of specialized economic journalist:

For the press to perform the above functions, some skills must be available to economic journalists: (8)

- 1- The ability to understand the mindset of institutions that dominate the economic sphere.
- 2- The need for specialized media professionals to have organizational skills and capacities to better take advantage of available resources.
- 3- Full understanding of the various terms prevailing in the economic field and their implications.
- 4- The need for a reliable system to store and retrieve information about the sources that can be contacted, especially phone numbers and e-mail addresses.
- 5- The need to establish close contact with various sources or workers in the economic field while maintaining a professional distance between the media and those sources.

Based on the above, the journalist specialized in economic affairs is required to:

1. Recognize that his journalistic material is addressed to three categories of the public:
 - a. A medium cultured public.
 - b. A high cultured public.
 - c. A specialized audience;
2. Be serious, thorough, and objective, relying on scientific methods using deep research and analysis, interpreting and reaching conclusions based on scientific, rational, and logical methods, in addition to focusing on analysis, investigation, and interpretation deliberately and objectively, besides not being inclined to superficial coverage of issues and events, and providing only what official institutions and economic leaders want.
3. His analyses and interpretations should be based on the reality of the actual needs and the real requirements of the audiences and recipients of different categories, types, classes, and interests. The specialized media (economic) is flexible renewable.
4. Recognize that his media material is typically intended for a specialized audience. Therefore, the contained studies and analyses should be a reference to be used and referenced by the public. That's why he must be honest and responsible in his analysis and treatment of all issues (9).

Despite the relative improvement in the quality of press coverage of economic affairs and the adoption of newspapers by some specialized persons, the economic sectors are still suffering from insufficiency of editors specializing in this field. Even if economic specialties are available, the academic nature is the predominant of these types of editors. There are no programs in the press to prepare qualified journalists who combine economic knowledge with professional skills. As a result, editors from other departments are often hired to fill this gap and become professional economic writers with the passage of time and experience. (10)

2.1.4. The emergence of the newspaper Al-Etihad:

The first edition of Al-Etihad was published in 1969, two years before the union of UAE was announced on December 2, 1971. It was issued concurrently with the start of the preparatory steps for the establishment of the Union, which was the meeting of the rulers of the UAE in Abu Dhabi to agree on the establishment of the Federal State. The first number was devoted to the newspaper; It consisted of 8 pages the size of (tabloid) to cover this event's news, comments, and analysis (11). This coverage reflected the enthusiasm of the ruler of Abu Dhabi and the President of the United Arab Emirates, Sheikh Zayed Bin Sultan Al Nahyan, for the Union's desire to move the demand of unity from the framework of ruling political elites to the field of public interaction.

Al-Etihad started its activity as part of the Department of Information and Tourism in Abu Dhabi. Therefore, the first issue's opening was written by the Head of the Department and Information Minister of the Union Government, Sheikh Ahmed Bin Hamed Al Hamed. In that opening, he linked the newspaper's name with the event that the UAE citizens were waiting for. He said: "The designation of the Union is an embodiment of what the people call for and the action behind our leader Sheikh Zayed Bin Sultan Al Nahyan." However, the political event on its importance did not obscure the professionalism that Al-Etihad started. Its team included a group of Arab journalists headed by the Undersecretary of the Information Department; At that time, Omani Abdullah Al-Taei, Abdullah Al-Nowais, who graduated from the Media College in Cairo, and Edmon Asti, who before his arrival in the UAE was the head of Lebanese journalists, and Zaki Nusseibeh, who worked as an advisor to the President of the UAE.

The publication of the journal started to be weekly, and they distributed no more than (500) copies at first, then the number increased to (1000) copies and later on to (5500) copies (12).

2.1.5. Evolution of the newspaper:

The first development of the newspaper came in early 1971 when the journalist executives were assigned to the newspaper, which included full-time journalists. The paper was printed in Beirut, and the materials were sent back to the printed copies four or five days after the material was sent. During that year, there were attempts to adopt the day-to-day publication instead of the weekly publication for two weeks to celebrate the anniversary of Sheikh Zayed's assumption of power in Abu Dhabi. It was then issued daily for a temporary period in conjunction with the announcement of the UAE. The newspaper started to be printed in Abu Dhabi that year after a contract with a linotype printing company working with a manual collection of bullets.

Al-Etihad remained between the weekly and daily editions until 1972, which were issued daily, and the newspaper was distributed free of charge. However, one of the challenges faced by the newspaper was the distribution problem, which remained challenging during the shift from free to paid distribution. There were no distributors or newspaper vendors until it brought workers for distribution, making the newspaper accessible to people in their workplaces and accommodation.

Al Etihad witnessed technical and aesthetic developments. The number of pages of the newspaper increased from 12 pages at the beginning of its publication to more than 20 pages in the year '1981' and then 40 pages in the late '1990s'. Since '1985', Al-Etihad has

been transformed into a financially and administratively independent institution by the Ministry of Information, with a decree of establishing the Federation's Foundation for Press, Printing, and Publishing.

In 1981, Al-Etihad introduced a modern experience of development in the local Arab press. They began printing the newspaper in Dubai simultaneously with its printing in Abu Dhabi in order to avoid the delay in reaching the reader in the northern regions. In 1992, another stage of development began in terms of technology, technical and professional capabilities when it moved to its new premises. A modern, computerized printer was purchased; it could print up to 50,000 copies per hour. Thus, it became possible to print a newspaper in 36 pages with regular sheets, print the first page in color, as well as the last and two inner sheets of four additional colors. The printing press has also been equipped with a machine to polish the covers of the magazines and the luxury prints issued by the Federation with the latest printing machines, including offset machines for the printing of colored materials; also a device was installed to select colors through the laser (13).

2.1.6. Newspaper entry into the Internet:

Al-Etihad entered the Internet in 1996 to provide advanced service to its readers. This service was delivered in its first stages free of charge, and subscribers could view the contents of the daily number and previous numbers. Thus, Al-Etihad is the first local newspaper to enter the World Wide Web (www.emi.co.ae). In 2000, the newspaper Al-Etihad has experienced another stage of development which resulted in a significant shift in its editorial form and the content of the press article presented to the reader.

With the issuance of the number (10,000) of the newspaper Al-Etihad on 18/1/2003, the newspaper entered a stage of development in terms of form and content aimed at raising the level of professional performance and making a qualitative shift in the press service provided to the reader, besides to keeping abreast of technical development in modern and sophisticated means of communication regarding the issues and their diversity and the attention given to the distinguished press treatment of the local, Arab and international public issues. The development process saw the start of editorial changes on the newspaper pages, reducing the number of pages to 32 pages, re-tabulating the pages, and developing sophisticated services, angles, and press doors. As a result, it is published today in 96 pages with several supplements (sports, economic, artistic entertainment) (14).

2.2. Previous studies:

Previous studies constitute the scientific heritage in the field of the research problem. This is the starting point for conducting research and studies. Previous studies also indicate the results of the development of scientific research and the most important results of studies in the field of science. To find the role of the UAE press in the economic coverage, we did not find a subject close to this title in the seven emirates. So we started looking in other Gulf countries (considering that the GCC countries are a demographic and geographic extension converged in the economic field), we then found four researches:

2.2.1. The first study: *factors affecting the prioritization of economic issues in Saudi newspapers* (15).

The study aimed at identifying the interrelationship between the elements of the social system, the public sector, the audience, the public, and the newspapers, by arranging each item in the light of its comprehensive approach and its relation to the parts of that given system for the priorities of economic issues.

Results of the study:

1. Sixteen economic cases, each case was assigned a special arrangement in each component of social construction in two periods of time, the remaining six months.
2. The comparison of each party's arrangement showed that the "public sector" and "the public" did not affect the newspapers, did not prioritize them, and showed that the "private sector" was the factor that influenced the prioritization process.
3. The flow of information between the vocabularies of the organizational structure of Saudi society is incoherent, and the interdependence of its parts is unbalanced.

2.2.2. The second study:

Dr. Osama Ghazi Al-Madani (*The Attitudes of the Saudi Economic Elite towards Addressing the Saudi Press Sites on the Internet for the Global Financial Crisis, 2009*)(16).

The study aimed to determine the degree of follow-up of the Saudi economic elite on what is published in the websites of Saudi journals concerning the global crisis, and how to follow up, and also why the economic elite of Saudi Arabia are interested to know what is presented on these sites about the crisis.

Results of the study:

1. Digital media, one of the tributaries of electronic journalism, has become essential in the extraction of information among economic elites.
2. The use of computers and dealing with the Internet is essential to facilitate the flow of information and economic knowledge to businessmen.
- 3 - The electronic press sites provide a media role characterized by a good degree of comprehensiveness and immediacy and strengthening the positive psychological dimension, especially in times of crisis.
4. Printed journalism has become less important than digital journalism because its immediacy is relatively ineffectual. Moreover, its deepening aspect is not compatible with certain professions of a special nature, which are governed by the element of time.

2.2.3. Third Study:

The study of the researcher Mohammed Ali Abdullah Ajtebi (*press coverage of the issue of price inflation in the UAE press*) Analytical study of two newspapers, the Gulf and Al-Bayan, Amman, 2009, Master Thesis.

The study aims to monitor and analyze the press coverage of the issue of price inflation in the economic pages of the Gulf and Al-Bayan newspapers in the UAE. And to evaluate the reality of its performance and its impact on the citizen through the analysis and interpretation of the editorial arts used in addressing the subject of inflation as it affects the majority of the population.

Results of the study:

1. News goals ranked first in the total number of newspapers.
2. Information materials related to the price increase in the UAE ranked first among the various media items.
3. There are no statistically significant differences in the media contents in each of the

newspapers in relation to the increase in prices in the UAE.

2.2.4. Fourth Study:

(Journalistic Coverage of the Issue of Expatriate Workers in the UAE Press) An Analytical Study by Saleh Ahmed Salim Al Ameri, Amman 2008, Master Thesis.

The study aims at identifying the form and content of the daily press coverage of the issues of expatriate labor to the UAE through a sample representing the semi-official press orientation (Al-Etihad and Al-bayan) and the private press (the Gulf).

Results of the study

1. The highest proportion of press items depends on the news.
2. The study revealed the lack of space occupied by the news of expatriate labor in the UAE press, which corresponds to previous studies.
3. The sources used by the UAE press to spread the news of expatriate workers depend on their own sources and those of the public.

2.2.5. What distinguishes the current study from previous studies?

Identifying the coverage trends in the editorial policy of Al-Etihad Newspaper and clarifying the relationship between the coverage trends and the sources of information for the newspaper, especially in the economic aspect.

- Monitor and analyze the press forms adopted by the newspaper in its coverage of economic affairs in general and whether what is published serves the reader's need? And if is there a lack of certain forms of journalism?
- The study revealed a lack of forms of investigative journalism that readers require, as well as in-depth economic studies, to be published in economic supplements on the eve of major events such as Arab, regional, and international economic conferences within the country.

3- DATA AND MEASUREMENT:

As mentioned in the second axis of the methodological framework, we have chosen a random sample representing a week of November 2018. The selection of this period was due to a large number of economic activities (Arab, regional, and international economic conferences, workshops, and internal and external economic activities held in the United Arab Emirates).

In order to come out with accurate economic data, we designed a content analysis form, which was presented to a group of specialized professors to evaluate them and present the scientific point of view so that their content is finally valid for analysis and meet the research requirements (17).

The form included several axes:

1. Axis of press forms
2. Trends of economic activities
3. Geographical distribution of coverage forms
4. Coverage rates in terms of area
5. Sources used in coverage
6. Types of coverage (news, follow-up, survey)

After the classification of the content analysis data, the study came out with the following data (18):

Table (1)
Distribution of press forms used to cover the daily economic annex of Al-Etihad newspapers

No.	Figure	Repetition	Percentage
1	News	181	39.7%
2	Report	177	38.8%
3	Investigation	57	12.5%
4	Article	4	0.9%
5	Interview	14	3.1%
6	Advertising	23	5%
	Total	456	100%

When we examined Table (1), we found that the economic news topped the first coverage among the other news coverage in publishing, which reached 39.7% during the week; this confirms the focus of the production managers of the supplement to the adoption of economic news as part of the coverage orientation of the supplement—followed by economic reports which ranked second 38.8%. We note that there is a convergence between the use of news and reports in economic coverage. The use of investigations ranked third in the coverage process at 12.5%, which often highlights an integrated economic theme enhanced by meetings and images to give clear information (whether about a conference, establishment, or product); it is part of the newspaper's direction of coverage to satisfy the reader's desire. The announcement to define a service or advertise a product came with the rate of 5%, among other published forms. However, the interviews to promote the news and clarify what was not clarified to the reader constituted 3.1%, while the article ranked last by 0.9%.

The publication of this number of news formats confirms that the source of the coverage has always focused on two main sources (i.e., Including what the representatives and correspondence of the supplement and the Emirates News Agency provide of sources of information or reports) (19). The delegates of the economic attaché attended all or most of the daily economic activities inside the country as well as the representatives of the agency and its correspondents abroad.

Table (2)
Distribution of economic activities on the press formats of the supplement of the Al-Etihad newspaper

No.	The economic activity	Repetition	Percentage
1	Internal trade	74	40.8%
2	Conferences and exhibitions within the country	8	4.4
3	Global Activities	70	38.7
4	Foreign investments	3	1.7
5	Energy (petroleum and renewable energy)	8	4.3
6	Shares and Banks	7	3.8
7	Arab Activities	8	4.3
8	Travel and Tourism	3	1.7

No.	The economic activity	Repetition	Percentage
	Total	181	100%

In the analysis of Table (2) concerning the distribution of economic activities on the press formats of the supplement of the newspaper Al-Etihad: We find that the domestic trade activities in the country ranked first by 40.8%, which indicates the interest granted by Al-Etihad Annex in its coverage to the current movement of local economic activities, followed by the coverage of global business activities that ranked second with 38.7%, which is a sign of the economic recovery experienced by the UAE economy after the global economic crisis that occurred in (2008). The opening of the UAE trade to the world and the annex sought to cover them in order to inform the reader of what is going on around him. On the other hand, the coverage of conferences and exhibitions organized in the country was 4.4%. While the energy news accounts for 4.3% of the total coverage of the supplement. Information on Arab activities in the fields of trade and economy reached 4.3%, while news on travel, tourism, and foreign investment accounted for 1.7% of total coverage.

Table (3)

Sources of coverage for press releases in the economic supplement of Al-Etihad Newspaper

No.	Coverage sources	Repetition	Percentage
1	within the State	81	44.7%
2	Arab States	30	16.6%
3	Rest of the world	70	38.7%
	Total	181	100%

After examining the results of the analysis presented in Table 3, which represents the sources of coverage for press releases in the economic supplement of Al-Etihad newspaper, we find that the main source of the news coverage of the supplement was 44.7% of the newspaper's sources within the country (from its representatives and the UAE News Agency), this indicates that the newspaper has its delegates deployed inside the UAE and ministries to provide them with most recent economic news, which is the direction of the supplement in this aspect within the editorial policy of the newspaper in general. On the other hand, the sources of the economic supplement from the rest of the world came second with 38.7%. The participation of the newspaper evidences this through the UAE News Agency in several agencies, including Reuters, France Press, Associated Press, German, etc., which provides them with different types of press releases of economic news. Arab sources, however, ranked third and last with 16.6% because of the spread of correspondents in international agencies in the largest capitals, global or Arab, providing the most important economic information to all regions of the world through their agencies, including distribution to subscribers among which is the United Arab Emirates.

Table (4)

News Trends published in the Economic Annex

No.	News type	Repetition	Repetition
1	Negative	40	22.1%

2	Positive	61	33.8%
3	Positive / Negative	80	44.1%
	Total	181	100%

By the negative news, we mean those ready-mades that come to the newspaper from the institutions graphically or statistically. The positive news is those made by the newspaper staff (the journalists who work in the supplement). However, the positive/negative is the news received by the newspaper from the various institutions of the state. The newspaper supports and reformulates, and updates them according to its editorial policy and what readers expect.

In table (4), positive/negative news trends are 44.1%, it ranked first because it is supported by journalists, reworked and reinforced by the newspaper's archives, and designed in a way that is clear and readable for the reader, reflecting the newspaper's tendency to adopt such news in the economic coverage.

The positive news trends are the daily editorial effort of the supplement team and accounted for 33.8% to provide the latest economic news and satisfy the reader's needs. However, negative news trends accounted for 22.1% of the total news published in the supplement, and different institutions in data usually prepare it. Nevertheless, it was the lowest among their peers from other trends.

4- RESULTS AND DISCUSSIONS:

4.1. The study came out with many results, including:

1. The economic coverage of the daily economic supplement of Al-Etihad newspaper for the period mentioned above in this study was very intense, covering the published news formats.
2. The economic news coverage of the economic annex was characterized by diversity and instantaneity without going into the subsequent press follow-up activities except for the conferences that take days to follow and require news follow-up.
3. Through our analysis of the content of the economic news formats published in the Annex, it was found that those responsible for the supplementation through the editorial policy of the newspaper (including the daily supplement) focused absolutely on the editorial news of specific forms and did not focus on the other press formats mentioned above.
4. The Economic Attaché tries to publish the news coverage and follow up with a number of reports to shed light on what is going on in the country from various economic activities without going into these activities' analytical or inductive depth.
5. The editorial policy of the daily supplement is in harmony with the style of electronic editing, which generally tends to cover brief and simple news.
6. The supplement sponsors rely mainly on their local representatives, the UAE news agency, and its correspondents in the important capitals of the world. Then, the international agencies come secondly as another source, followed by Arab news sources as the third source of the supplement.

5- CONCLUSION:

The study covered economic news coverage in its known forms (news, reports, press

interviews, interviews, articles, etc.) of the economic supplement of the UAE daily newspaper by studying a random sample of the daily economic supplement during November 2018.

This study began with the nature of the journalistic forms published in the appendix and the extent of economic coverage of this supplement to other forms such as publication of in-depth studies or economic analysis or the use of investigative journalism with all its outputs to serve this coverage and meet the growing need for readers of economic topics that have become the focus of large numbers of readers today.

By analyzing the contents of seven economic supplements for the mentioned newspaper (for days 4, 5, 7, 9, 10, 11, and 26/11/2018), we found the following:

1. The economic coverage of the daily economic supplement of the Al-Etihad newspaper for the period mentioned above was very intense. The published news formats covered economic activities in the country, except in-depth studies, economic analyses, or certain types of investigative journalism. It has become an important necessity for the press to satisfy readers' needs of the aforementioned journalistic news forms in a world that process information through social media comprehensively, diversified, and easily accessible.
2. The economic news coverage of the economic annex has been characterized by diversity and instantaneity in keeping with the daily movement of the country's economic activity in its seven emirates. This was without going into the follow-up of activities other than conferences. These letters take days and require daily follow-up additions by Emirates News Agency delegates and the supplement representatives to achieve the news coverage until the end of conferences.
3. Our analysis of the contents of the economic news forms published in the Annex revealed that people responsible for the publication of the supplement, referring to the newspaper's editorial policy (part of the daily supplement), focused solely on the liberal editing of certain forms.
4. The economic attaché tries to publish the news coverage and follow up with a number of reports to shed light on what is going on in the country from various economic activities without going into these activities' analytical or inductive depth.
5. The editorial policy of the daily supplement is in harmony with the style of electronic editing, which often tends to cover short and simple news since the electronic versions have spread in several newspapers, including Al-Etihad newspaper and its supplement (the subject of our study) that has been very popular among readers for quite some time.
6. The individuals responsible for the supplement rely mainly on their local representatives and the Emirates News Agency and its correspondents in the important capitals of the world (to achieve self-sufficiency). Then came the international agencies secondly as another source, followed by the Arab news agencies as a third source due to the great competition among the correspondents of International agencies in the Arab capitals. And also, due to the dependence on the news and economic press material from independent agencies such as the German News Agency (DPA), whose correspondents are spread in most capitals and cities of the world.

7- LIMITATIONS AND FUTURE RESEARCH

7.1. Recommendations:

1. The economic attaché should endeavor to publish the detailed economic studies in parallel with the conferences, seminars, and workshops organized in the country in coordination with the host of the economic activity mentioned above so that the individuals responsible for the publication of the economic supplement can have sufficient time to invite intellectuals and university professors to write scientific studies, economic analyses and even prepare them before a suitable period in order to be published on time with the important economic activities mentioned above.

2. To benefit from the characteristics of the investigative press in the preparation of distinguished press materials in order to disseminate them, which contribute to enriching the supplement with attractive forms of journalism for both the regular reader and the specialized researcher.

3. The publication of useful analyses for experienced Arab or foreign economists in order to disseminate economic knowledge and attract new readers on what is published in the daily economic supplement of economic sciences and analyses. Which are pushing developmental plans and ongoing local and foreign investments to achieve the desired economic recovery.

4. Translation of important economic studies and in-depth analyses of the economic phenomena published in major international newspapers from other languages to Arabic and republish it in the Annex. In order to eventually benefit the readers and enhance their positive trend and avoid negative trends so as to strengthen the national, Gulf, and Arab economy.

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[17] The following professors ruled the form: -

A. Dr. Mohammed Fayyad - Associate Professor - Emirates College of Technology - Abu Dhabi.

B. Dr. Khalid Dharar - Assistant Professor - Emirates College of Technology - Abu Dhabi.

C. Dr. Abdulaziz Al-Jubouri - Assistant Professor - Emirates College of Technology - Abu Dhabi.

The questionnaire contents included several axes: (the focus of journalistic forms, the quality of economic activities, the geographical distribution of coverage forms, coverage rates in terms of area, sources used in coverage, coverage: news, follow-up, survey).

[18] The methodology of analyzing the content of the researcher's 5 different scientific tables

revealed all forms of news coverage published by the daily economic supplement to the newspaper of the United Arab Emirates.

[19] <http://www.wam.ae/ar/services.html> Official website of the UAE News Agency:

The UAE News Agency (WAM) was established in November 1976 by a ministerial decree. It was sent on June 18, 1977; it receives all Arab news agencies and most international news agencies through various modern means of communication. In addition, it is associated with cooperation agreements and news exchanges with more than 20 Arab agencies, The Union of Arab News Agencies, the Federation of Islamic States Agencies, the Non-Aligned Agencies Complex, and its membership in the International News Agencies Federation.

Services provided by WAM to media organizations:

- Text news and photos by e-mail.
- Data Leased Line for text-only and in Arabic or English.
- TV service: - Satellite to all over the world.
- Optical fiber only for subscribers within the UAE.
- Sending via FTP: A video of the TV news can be sent to any computer connected to the Internet and has a public IP address using the FTP protocol, and the section is sent as an mpg file.

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