

## Stereotypes of the Arabs and Chinese: A Study on Intercultural Communication

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### Abstract

This study examines the Stereotypes image and deeply the mutual Images between the Chinese and Arabs (Descriptive & Analytical and Study), as the social, political life and economic development have changed in both Arab countries and China, as well as media, therefore, This research used questionnaires and chooses random questions to reach the nature of the stereotypes image carried by the Chinese to the Arabs and the mental image carried by Arabs to the Chinese, also to study the contributions of different communication channels in the image-building by focused on three countries of the Arab states which are Saudi Arabia, Egypt and Yemen, where the degrees of development and the economic situation, according to the evolution of the media in those countries and chooses three Chinese cities which are Beijing (political capital and cultural center), Shanghai and Guangzhou for being the center of economists.

The findings show that there is a cultural and knowledge gap and limited of the cultural exchange between the two sides, this is due to the loss of communication and weakness of the role of the media, the Chinese believe that the Arab countries are a cultural inventory countries of a large stock of oil, origin of Islam, Sahara desert, camels, polygamy, covered women and wars. also most Chinese do not know that the Arab world is 22 counties, at the same time there is misconceptions in the Arab regions regarding the Chinese tradition and commercial products, also Most Arabs believe that China is closed and doesn't play an active role in the international community. The study showed that both people take their information from the Western media, and this means

focusing on the negativity, such as wars, disasters. The study also talked about the language spoken, clothing, body shape, behavior, and other affected communication. However, in general, Chinese and Arab people have a lot in common such as caring for family and their links to the family members and maintaining strong ties, in addition to good morals such as respecting elderly people and taking care of the young and the love for helping others.

**Key words:** Intercultural communication; Stereotypes image; Cultural Communication; China & Arab relation; Mutual images

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### INTRODUCTION

Researchers in the field of social psychology have noticed the importance of image cognition and inherent experience for a person's position on the political and social issues. They tried to define their characteristics, influences and development. Social psychologist Walter Lippmann (1992) put forward the concept of image cognition for the first time in the public sphere and pointed out that human beings must define the real world through image cognition measures due to the finiteness of cognition and limitation of ability. Borjars (1999) set the standard of scientific cognition for the masses to discriminate oneself from other people and made efforts to apply the said standard to a group of Americans aiming at the experiment of differentiating people from England, Poland, Korea and Sweden over four years.

Scientists in the field of psychological research emphasize that the image cognition is derived from the direct experience of a person by contacting with other

individuals and organization or from media indirectly, thus indicating communicate between individuals and among groups are main factors constructing image cognition.

The term “image” refers to the close link between communication and image cognition. Various definitions emphasize the function of intercourses in the formation of image cognition. In this regard we can interpret that the mental picture is the final product of impressions of the self on things with certain amount of information by the organization or the masses.

Accordingly, the attention on the research on image was diverted to media study from 1960s. “Lee Bristol (1960)” published *Development of Image Cognition* and made an important contribution to the spread of the concept of media, trading and political ground. With the publication of *International behavior: A social-psychological analysis*, the works of Herbert Kelman (1965) and his colleagues, the attention on image cognition was extended to the field of international relations. The book discussed the function of communication in the formation of conceptual image in the heart of a nation or a country or people of other countries and generated the term as “national image”.

The image is interrelated with the intercultural communication. The intercultural communication is a critical factor constructing self-image cognition of the masses and social groups. Similarly, the fixed image cognition plays an important role in the successful communication of culture. There are many avenues for intercultural communication today. In this regard, tourism can be seen as one of the avenues for intercultural communication.

War makes intercultural contacts. Travel note introducing also make bridges between cultures.

Film is one of the most important means of cultural exchange and contacts. It can build a positive or negative image in the audience. Internet has become a very important means of cultural exchange. Education makes contact with many of host cultures. It is one of the main approaches for a group to form image cognition.

Language carries the cultural factors. Each society fixes its cultural image through language. Language becomes the means of transmitting the culture, such as the popularity of French in Algeria, Morocco and Tunisia, etc..

Exchange visits and communication activities among missions to governments and civil missions are important means of cultural exchange, strengthening diplomatic relations between two countries and are beneficial to the exchange visits and seminars between two countries. Economic and trade links make great contribution to the cultural exchange. Sales of Chinese goods in African tighten the cultural links between China and Africa and form the image cognition on Chinese people far away in the hearts of African people.

In recent years, people have paid more attention to the research on image cognition in the world. Countries and governments hope to establish a good picture internationally and promote the development by utilizing the results of this research. Miscommunication is not only a causing factor to damage the country’s image but also damages the contacts with other countries and sometimes raises disputes between them.

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## 1. THE IMPORTANCE OF THIS RESEARCH PROJECT

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In the foregoing, various channels of cultural communication and close links between image cognition and cultural transmission have been listed. The cultural transmission, which is the basic approach to construct the image cognition on a nation and social group by other nations and social groups, could enhance or restrict the transmission of a kind of image among other groups. The social life, political life and economic life in China or Arab countries change greatly. Therefore, the media shall undertake the task of constructing the image cognition of two countries with the consideration of the differences and varieties of cultures and environments as well as the difference between researches of Media of two societies.

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## 2. RESEARCH PROBLEMS

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- What is the image cognition of the Arabs on Chinese people and vice versa?
- What are the factors affecting the construction of image of Chinese people in the hearts of the Arabs?
- What are the factors affecting the construction of image of the Arabs in the hearts of Chinese people?
- What are the communication approaches playing the important role in the construction of image of Chinese people in the hearts of the Arabs?
- What are the communication approaches playing the important role in the construction of image of the Arabs in the hearts of Chinese people?

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## 3. THE HYPOTHESES

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$H_1$ =There are differences in the Arab and Chinese image before and after 2000.

$H_2$ = There is a bad image on Chinese imported products in the Arabic world.

$H_3$ =There are not enough attempts being taken by foreign mission to promote their Arab or Chinese culture.

$H_4$ = There are erroneous a stereotypes in both China and Arab, and there are no efforts from the media to correct the stereotype.

#### 4. LITERATURE REVIEW

Researchers have tried various researches on the subject and think that the best research approach is to study the links between cultural transmission and image cognition.

Some researchers once pointed out that cultural transmission is the earliest way of communication between different nations and the people. The open-mindedness of the masses to other people is beneficial to mutual understanding, removal of contradictions and expansion of communications in other fields.

Researcher, Marvin Wingfield (2001) carried out research on "*Image Cognition on the Arabs by American Intellectual*"s. This research emphasizes the discrimination and prejudice against the Arabs and Muslim existing among American intellectuals in various fields. The circumstance becomes worse after the occurrence of September 11<sup>th</sup> event. The research also shows that American preschoolers do not recognize the phenomenon of smearing the image of the Arabs generally existing in American society.

Research on the construction of image cognition by Hongying Wang in the year 2001, "*Construction of National Image: Research on Contemporary China*", adopts game theory. He emphasizes that all countries make efforts to maintain their images before the public in the world, such as efforts made by Hungary to join the European Union, efforts made by Malaysia and Taiwan to accelerate their economic interests in foreign countries and compensation with the amount of five million German marks given by Germany after the Second World War to restore its reputation in the countries of the world and America in particular.

Aiming at the construction of image China, Wang (2001) pointed out that the concept of constructing a national image emerges before the establishment of the modern country. The researchers studied minutes of the meetings of the Communist Party of China from 1954 to 1998 and summarized that the Communist Party of China make efforts to promote an image of Chinese people loving peace, the image of being victims under imperialism and hegemonies and the developing, independent, striving image of Chinese people supporting national liberation and having collaboration consensus.

The research report of Turkish scholar Ibrahim Daguge (2001) on "*The Turks in the Heart of the Arabs*" also is very important. Through the research on 200 Arabian elites of Turkish descent, the report analyzes 13 Arabian images and thinks that the Arabs living in the eastern part of the country have a bad impression on the Turks while the Arabs living in the western part of the country have a good impression on the Turks. The negative image of the Turks mainly comes from the image of military totalitarian rule. The construction of this image has three approaches:

newspaper, school syllabus and contact experience with other people.

By reviewing existing research, we could get the following two conclusions:

(a) The research show that the cultural background has important function in constructing the image cognition of the masses. Furthermore, the cultural transmission helps the masses to construct new image cognition. Therefore, we can see the importance of cultural transmission and the important position of cultural transmission channels in the political, economic and social life.

(b) Though the relations between China and Arabia become more and more important, there is a lack of research on mutual image cognition of Chinese people and the Arabs up to present.

#### 5. SCOPE OF THE RESEARCH

This research carried out an analytical theoretical research on the concept, mode and development trend of the image cognition, function of media in constructing the image cognition, relation between cognition and cultural transmission, the cognition of the masses and approaches of acquiring culture such as education, etc..

This paper also examined research, defined the image of the Arabs in the hearts of Chinese people, and studied the image cognition of the Arabs on Chinese people at the same time and the function of media in the formation of two kinds of image cognition.

#### 6. METHODOLOGY

The research aims to study and define the construction of mutual image cognition of Chinese people and the Arabs. The research approaches, mainly includes observation on the phenomenon, events and facts, collection of related information as well as analysis and interpretation, aims to summarize required data and contents related to the research objective and carry out research in the quantitative research method. The research is mainly based on the utilization of quantitative methods and quantitative statistics.

The sampling survey method is adopted to carry out social research in order to define the concept of image cognition, to distinguish the images of oneself and the other people and know the constituent elements on both sides. The sampling survey includes description and analysis. First, we shall understand the current facts and trends to study the properties to answer related problems of the questionnaire and realize the core purpose of the research. The opinion survey analyzes the approaches and causes of formation of image cognition to define the social variables and the relation between positive factors and negative factors during the process of constructing the image.

## 7. PEARSONAL FACTOR OF THE STUDY

### 7.1 Study Tool for Arab People

**Table 1**  
**Pearson Correlation Coefficients for the Phrases of the Center of the Image of Arabs About the Chinese**

Phrase No	Correlation coefficients for the center	Phrase No	Correlation coefficients for the center
1	0.44**	8	0.79**
2	0.67**	9	0.58**
3	0.72**	10	0.56**
4	0.65**	11	0.78**
5	0.60**	12	0.62**
6	0.73**	13	0.61**
7	0.66**	14	0.62**

Note. Pearson factor at the level of significance is < .01.

**Table 2**  
**Pearson Correlation Coefficients for the Phrases of the Effective Factors in Forming the Image of Arabs About Chinese**

Phrase No	Correlation coefficients for the center	Phrase No	Correlation coefficients for the center
1	0.71**	10	0.58**
2	0.63**	11	0.40**
3	0.65**	12	0.80**
4	0.59**	13	0.71**
5	0.73**	14	0.78**
6	0.46**	15	0.77**
7	0.67**	16	0.75**
8	0.55**	17	0.75**
9	0.81**	-	-

Note. Pearson factor at the level of significance is < .01.

### 7.2 Study Tool of the Chinese People

**Table 3**  
**Pearson Correlation Coefficients for the Phrases of the Center of the Image of Chinese About the Arabs**

Phrase No	Correlation coefficients for the center	Phrase No	Correlation coefficients for the center
1	0.62**	8	0.70**
2	0.51**	9	0.57**
3	0.57**	10	0.64**
4	0.63**	11	0.61**
5	0.53**	12	0.72**
6	0.69**	13	0.59**
7	0.71**	14	0.71**

Note. D at the level of significance is 0.01 or less.

### 7.3 Study Tool of the Arab People

**Table 4**  
**Pearson Correlation Coefficients for the Phrases of the Effective Factors in Forming the Image of Chinese About Arabs**

Phrase No	Correlation coefficients for the center	Phrase No	Correlation coefficients for the center
1	0.65**	10	0.49**
2	0.70**	11	0.61**
3	0.62**	12	0.49**
4	0.62**	13	0.46**
5	0.57**	14	0.62**
6	0.53**	15	0.55**
7	0.54**	16	0.52**
8	0.82**	17	0.57**
9	0.44**	-	-

Note. D at the level of significance is .01 or less.

From Tables 1-4, we can notice that the correlation coefficient values of each of the statements with its center are positive and has statistical significance on (0.01) or less, which shows the sincerity of their consistency with the centers.

### 7.4 Reliability of the Study

To measure the reliability, the survey (questionnaire) used researcher (Cronbach's Alpha ( $\alpha$ )) to ensure the stability of the tool of the study, and Table 5 shows the reliability of the transactions of the study.

**Table 5**  
**(Cronbach's Alpha (A)) To Ensure the Stability of the Tool of the Study**

Tool	Qusetionnaire centers	Phrases No	Center stability
Arabs tool	Arabs impressions about Chinese	14	0.84
	Factors effects in formatting the Arabs impression about Chinese	17	0.91
	Th general stability of the tool	31	0.88
	Chinese impressions about Arabs	14	0.71
Chinese tool	Factors effects in formatting the Chinese impression about Arabs	17	0.88
	The general stability of the tool	31	0.83

It is clear from Table 5 that the reliability coefficient of the study is high, ranging between (0.71 – 0.91), and the persistence coefficient is (0.83) and this indicates that the resolution has a high degree of consistency and can be relied upon in the application field of study.

## 8. FINDINGS AND DISCUSSION

### 8.1 General Information for a Sample Study of the Arabs

In this study 62.8% (  $N=307$ ) of the Arabic respondents are males while 33.9% (  $N=166$ ) of them are females, and

16% ( $N=16$ ) of them did not respond. Meanwhile, 41.9% ( $N=205$ ) of them are from 18 to 30 years old while the 36.2% ( $N=177$ ) are between 31 to 40 years, 13.7% ( $N=67$ ) aged between 41 to 50 years old, 7.4% ( $N=36$ ) aged 50 and over, and 0.8% ( $N=4$ ) of them did not disclose their age. 51.5% ( $N=252$ ) of the total members of the study sample are in higher education while 23.7% ( $N=116$ ) of them hold secondary education qualifications, 12.3% ( $N=60$ ) of them are graduates, 11.5% ( $N=56$ ) of them holding postgraduates, and 1.0% ( $N=5$ ) of them did not show their qualifications. The sample consists of 41.3% ( $N=202$ ) Egyptian, 31.1% ( $N=152$ ) Yemeni, 19.0% ( $N=93$ ) Saudi Arabian, 1.6% ( $N=8$ ) Sudanese, 0.8% ( $N=4$ ) Palestinians, 0.4% ( $N=2$ ) Iraqi, 0.4% ( $N=2$ ) Lebanese, 0.4% ( $N=2$ ) Syrian, 0.4% ( $N=2$ ) Somali, 0.4% ( $N=2$ ) Jordanian, 0.2% ( $N=1$ ) the Emirati, 0.1% ( $N=1$ ) Qatari, others 0.2% ( $N=1$ ) and 3.7% ( $N=18$ ) of them did not indicate their country or the state to which they belong.

### 8.2 General Information for Sample Study of the Chinese People

The Chinese sample consists of 54.2% ( $N=211$ ) males and 45.8% ( $N=178$ ) of females. 41.6% ( $N=162$ ) members of

the study sample representing an age from 18 to 30 years old, 32.9% ( $N=128$ ) aged from 31 to 40 years, 20.1% ( $N=78$ ) aged from 41 to 50 years old, and 5.4% ( $N=21$ ) of them with age of 50 years and older. Their educational background is as follows. 60.7% ( $N=236$ ) high university educational level, 19.0% ( $N=74$ ) of them holding secondary level educational qualifications, 13.9% ( $N=54$ ) high educational level, and 6.4% ( $N=25$ ) of them representing medium and above educational level. 41.1% ( $N=160$ ) members of the study sample resided in the north and northeast of China, while 30.8% ( $N=120$ ) of them come from central China, 20.1% ( $N=78$ ) living in east China, and 5.4% ( $N=21$ ) reside in southern China, and 2.6% ( $N=10$ ) of them reside in Northwest China.

## 9. ARABS EXPRESSION ABOUT CHINA

To identify the personal impression of the Arabs about China in general, calculated frequencies and percentages, averages, standard deviations and ranks of the responses of members of the study sample for the phrases of the center of personal impression of the Arabs about China in general and the results are illustrated as shown in Table 6:

**Table 6**  
The Responses of the Study Sample for the Phrases of the Center of Personal Impression to the Arabs About China in General by According to the Descending Order for the Average Approval

Phrase No	Phrase	Frequencies ratio %	Degree of agree						Averages	Standard deviations	Stage
			Do agree	Agree to some exten	Neutral	Don't agree to some extent	Don't agree	Don't know			
9	I agree to increasae relations with china	<i>k</i> %	316 66.4	85 17.9	45 9.5	8 1.7	8 1.7	14 2.9	4.37	1.147	1
2	In general, some Chinese working for increasing their relationships with Arabs	<i>k</i> %	239 49.4	142 29.3	48 9.9	7 1.04	12 2.5	36 7.4	3.99	1.438	2
6	In general, Arabs get benefits from the technical and economical of Chinese development	<i>k</i> %	254 52.5	114 23.6	40 8.3	23 4.8	28 5.8	25 5.2	3.97	1.466	3
1	In general, Arabs and Chinese have strong relations	<i>k</i> %	219 45.1	147 30.2	66 13.6	15 3.1	5 1	34 7	3.94	1.387	4
10	China will be a great power in the world	<i>k</i> %	279 57.5	76 15.5	53 10.9	22 4.5	10 2.1	45 9.3	3.94	1.593	5
4	In general, Chinese have their own culture	<i>k</i> %	255 53.3	94 19.7	42 8.8	17 3.6	11 2.3	59 12.3	3.81	1.708	6
11	Chinese people is friendly	<i>k</i> %	232 48.5	114 23.8	49 10.3	17 3.6	10 2.1	56 11.7	3.78	1.658	7
3	In general, Arabs trust working with Chinese	<i>k</i> %	188 39	148 30.7	75 15.6	16 3.3	8 1.7	47 9.8	3.73	1.523	8
13	Chinese products in Arabian countries effects the Chinese image positively	<i>k</i> %	209 43.6	105 21.9	43 9	34 7.1	53 11.1	35 7.3	3.58	1.675	9

**Table 7**  
**The Responses of the Study Sample for the Phrases of the Center of Personal Impression to the Arabs About China in General by According to the Descending Order for the Average Approval**

Phrase No	Phrase	Frequencies ratio %	Degree of agree						Averages	Standard deviations	Stage
			Do agree	Agree to some exten	Neutral	Don't agree to some extent	Don't agree	Don't know			
8	In general, Arabs relation with Chinese is in the economical field only	<i>k</i>	147	139	76	42	32	45	34	1.598	10
		%	30.6	28.9	15.8	8.7	6.7	9.4			
14	Chinese cuiturai actines m the Araoran countries give a positive impression about china and its noonls	<i>k</i>	180	118	43	17	27	97	3.24	1.939	11
		%	37.3	24.5	8.9	3.5	5.6	20.1			
5	I prefe dealing with china than other communities	<i>k</i>	108	115	111	37	52	43	3.13	1.587	12
		%	23.2	24.7	23.8	7.9	11.2	9.2			
7	In general, Arabs get benefits from the political position of china	<i>k</i>	114	115	93	41	36	76	3	1.743	13
		%	24	24.2	19.6	8.6	7.6	16			
12	Chinese products effects the impression about china negatively	<i>k</i>	121	90	56	68	110	37	2.86	1.7	14
		%	25.1	18.7	11.6	14.1	22.8	7.7			
Average								3.63	0.91		

From the results described above, it is clear that the sample of the study agree with the personal impression of the Arabs about China. In general, the average (3.63 out of 5) falls in the fourth category (from 3.41 to 4.20) which is the category that refers to the option of (agree to some extent) to the study tool.

It is clear from the results that there is variation in the approval of the subjects about the personal impression of the Arabs about China in general, and ranged between high approval and neutral. The averages of their approval of the impression about China in general is between (2.86 to 4.37), which averages ranging between groups of three and five categories of the fifth standard which refers to (neutral / do agree) respectively on the tool of the study. This shows the disparity in the approval of the subjects in the impression of the Arabs about China in general, as is clear from the results that members of the study sample agree more on one of the impressions of the Arabs about China in general and is in the stage (9) that is "I support strengthening of relations with China," with an average grade (4.37 out of 5).

As is clear from the results, that the subjects agree to some extent on eight of the personal impressions on China in general that appears in (2.6, 1, 10.4), which are arranged in descending order by agreeing of the samples to some extent, as follows:

a) Statement No (2) "Chinese in general seeks to strengthen relations with the Arabs," ranked the first in the agreeing of the samples to some extent average (3.99 out of 5).

b) Statement No (6) "In general, Arabs benefit from technical and economic development of the Chinese," came in second in the agreeing of the samples to some extent average (3.97 out of 5).

c) Statement No (1) "In general, the relationship between Chinese and the Arabs is strong" was third in agreeing of the samples to some extent average (3.94 out of 5).

d) Statement (10), namely, "China will become a superpower in the world" was fourth in sample to some extent average (3.94 out of 5).

e) Statement No (4) "In general, Chinese has a culture that distinguishes them from others" came in the fifth stage of the approval by the members of the study sample to some extent on average (3.81 out of 5).

From the results, we can notice that members of the study sample are neutral for five of the personal impression of the Arabs about China in general and statement no (8.14, 5, 7.12), which are arranged in descending order by neutral members of the sample around the study are as follows:

a) Statement (8) is a "relationship of the Arabs in general with the Chinese in the economic field only" came in the first stage of the approval by the members of the study sample to some extent with average (3.40 out of 5).

c) Statement (14), "Chinese cultural activities in Arab countries raised a positive picture of China and its people" came in second in terms of the neutral members of the sample with average (3.24 out of 5).

d) Statement (5) “I prefer to deal with China over the other communities” came in second in terms of the neutral members of the sample with average (3.13 out of 5).

e) Statement (7) “In general, Arabs get benefit from the political situation in China” came in the fourth stage of the neutral members of the sample with average (3.00 out of 5).

f) Statement (12), a “Chinese products have affected negatively on the image of China” came in the fifth in terms of the neutral members of the sample with average (2.86 out of 5).

## 10. THE FACTORS OF FORMATTING PERSONAL IMPRESSIONS ABOUT CHINA IN GENERAL

To identify the factors that configure the personal impressions of the Chinese in general we had calculated frequencies and percentages, averages, standard deviations and ranks of the responses of members of the study sample for the words (of axis-forming factors) and personal impressions about China in general and the results are illustrated in the following table:

**Table 8**  
**The Responses of the Study Sample for the Phrases of Center That Forming Factors Personal Impressions About China in General Arranged in Descendant Order According to the Average of Impact**

Phrase No	Phrase	Frequencies ratio %	Degree of agree						Averages	Standard deviations	Stage
			Do agree	Agree to some exten	Neutral	Don't agree to some extent	Don't agree	Don't know			
5	Commercial exchange between china and Arabian country	<i>k</i> %	245 52.4	109 23.3	40 8.5	19 4.1	10 2.1	45 9.6	3.91	1.581	1
6	Chinese products in the Arabian countries	<i>k</i> %	213 45.2	114 24.2	50 10.6	41 8.7	10 2.1	43 9.1	3.74	1.58	2
8	Travelling to china	<i>k</i> %	199 44.6	95 21.3	69 15.5	7 1.6	12 2.7	64 14.3	3.61	1.747	3
7	Political reations between china and Arabian countries	<i>k</i> %	148 31.8	124 26.6	79 17	11 2.4	11 2.4	93 20.1	2.23	1.845	4
17	Behavior of Chinese residences in Arabian countries	<i>k</i> %	159 33.4	89 18.7	85 17.9	23 4.8	11 2.3	109 22.9	3.07	1.931	5
9	What we watch in the satellite channels about china	<i>k</i> %	116 24.8	107 22.9	97 20.7	14 3	16 3.4	118 25.2	2.87	1.91	6
4	Clothes they wear	<i>k</i> %	90 20.1	81 18.1	137 30.6	14 3.1	26 5.8	99 22.1	2.77	1.789	7
16	Friendship , study and working with Chinese	<i>k</i> %	138 29.1	93 19.6	65 13.7	19 4	10 2.1	149 31.4	2.75	2.065	8
12	What we read in the internet about the Chinese	<i>k</i> %	112 23.9	94 20.1	91 19.4	22 4.7	13 2.8	136 29.1	2.71	1.963	9
14	What we know from Chinese wisdom	<i>k</i> %	143 30.6	76 16.3	62 13.3	17 3.6	13 2.8	156 33.4	2.68	2.109	10
15	What we watch from films and series about china	<i>k</i> %	110 23.3	91 19.2	99 20.6	21 4.4	12 2.5	140 29.6	2.67	1.958	11

**Table 9**  
**The Responses of the Study Sample for the Phrases of Center That Forming Factors Personal Impressions About China in General Arranged in Descendant Order According to the Average of Impact**

Phrase No	Phrase	Frequencies ratio %	Degree of agree						Averages	Standard deviations	Stage
			Do agree	Agree to some exten	Neutral	Don't agree to some extent	Don't agree	Don't know			
11	What you read about Chinese in the newspaper	K	102	87	103	20	7	152	2.58	1.972	12
		%	21.7	18.5	21.9	4.2	1.5	32.3			
13	What we read in books, novels and stories about Chinese	K	113	78	95	12	16	156	2.56	2.022	13
		%	24	16.6	20.2	2.6	3.4	33.2			
10	What we hear about Chinese in radio	K	107	81	91	15	12	164	2.5	2.028	14
		%	22.8	17.2	19.4	3.2	2.6	34.9			
3	Their customs and traditions	K	94	72	98	28	22	145	2.46	1.947	15
		%	20.5	15.7	21.4	6.1	4.8	34.3			
2	Language they speak	K	52	49	115	44	48	161	2	1.773	16
		%	11.1	10.4	24.5	9.4	10.2	34.3			
1	Their religion	K	46	18	90	38	51	23.1	1.47	1.733	17
		%	9.7	3.8	19	8	10.8	48.7			
Average								2.79	1.138		

From the results described above it is clear that the subjects agree on those factors that configure the personal impressions of China. They are regular with a normal effect with an average (2.79 out of 5) which is the average that falls within category III of the categories of the fifth measure (from 2.61 to 3.40) and that this category refers to the option of normal effect on the tool of the study.

It is clear from the results that there is variation in the approval of the sample study on the impact of factors influencing personal impressions about China in general, and ranged between positive influential to ineffective and significantly negative as averages ranged of consently around the factors of personal impressions about China in general between (1.47 to 3.91), with averages ranging between the two and first categories of the fifth measure, and which refer to the (big non-influential negative/influential positive to some extent), respectively, on the study tool which illustrates the disparity in the approval of the sample study on factors configuring personal impressions from China in general terms as is clear from the results that members of the sample agree that the three factors of composition of personal impressions about China in general is moving positively to some extent and is in the phrase numbered (5.6, 8), which are arranged in descending order according to the approval of the sample study as having a positive effect to some extent as follows:

a) Statement (5), "Trading exchange between China and Arab countries" that ranks first in terms of the approval of members of the study sample as having a positive effect to some extent with average (3.91 out of 5).

b) Statement (6) "Chinese products in the Arab countries" came in second in terms of the approval of members of the study sample as having a positive effect to some extent with average (3.74 out of 5).

c) Statement (8) "Travel to China" ranked third in terms of the approval of members of the study sample as having a positive effect to some extent with average (3.61 out of 5).

It is clear from the results that members of the sample agree that the eight factors of composition of personal impressions about China in general is considered an influential positive unusual and most notably in the numbers (7.17, 9, 4.16), which are arranged in descending order according to the approval of members of the study sample as having an influential positive normal as follows:

a) Statement (7) "Political relationship between China and Arab countries" rank first in terms of the consent of the subjects as having a positive influential normal average (3.23 out of 5).

b) Statement (17) "The behavior of Chinese residents in the Arab States" came in second in terms of the consent of the subjects as having a positive influential normal average (3.07 out of 5).

c) Statement (9) "What you see on satellite channels about China," ranked third in terms of the consent of the subjects as having a positive influential normal average (2.87 out of 5).

a) Statement (4) "clothes they wear" ranked fourth in terms of the consent of the subjects as having a normal positive influence on average (2.77 out of 5).



b) Statement (16) “friendship, study and fellowship to work with the Chinese” ranked fifth in terms of the consent of the subjects as having a normal positive influence on average (2.75 out of 5).

As can be seen from the results that members of the sample agree that the five factors of composition of personal impressions about China in general is considered a negative limit influence in the numbers (11,13, 10, 3,16), which are arranged in descending order according to the approval of members of the study sample as having a negative effect to some extent as follows:

a) Statement (11) “what you read in newspapers about the Chinese,” ranked first in terms of the approval of members of the study sample as having a negative effect to some extent on average (2.58 out of 5).

b) Statement (13) is “what you read in books, novels and stories about the Chinese,” came in second in terms of the approval of members of the study sample as having a negative effect to some extent on average (2.56 out of 5).

c) Statement (10) “what you hear on radio stations for the Chinese,” ranked third in terms of the approval of members of the study sample as having a negative effect to some extent on average (2.50 out of 5).

d) Statement (3) “customs and traditions” ranked fourth in terms of the approval of members of the study sample as having a negative effect to some extent on average (2.46 out of 5).

e) Statement (2) “language they speak,” came in fifth in terms of the approval of members of the study sample as having a negative effect to some extent on average (2.00 out of 5).

It is clear from the results that members of the sample agree that one of the factors influencing personal impressions about China in general and considered an influential and a major negative is the statement (1) “Religion espoused by the Chinese,” with an average (1.47 out of 5).

The message that plays a critical role in formatting the Arabs expression or picture about Chinese.

Those who know Chinese people, representing a rate of 95.6% ( $N=240$ ) of the total who know the Chinese had already visited China, who are in most of those who know Chinese, while the (10) of them representing a rate of 4.0% of total samples who know the Chinese have never visited China, compared to (1) of them which represents 0.4% of those who know the Chinese and did not show.

Members of the study sample representing a rate of 46.2% ( $N=226$ ) of the total members of the sample thought that Chinese are pacifists who most are members of the study sample, while some of them representing a rate of 30.9% ( $N=151$ ) of the total members of the sample think that Chinese are modest, compared to those representing a rate of 21.1% ( $N=103$ ) of the total members of the study sample who have no idea about the Chinese, some of them representing a

rate of 1.0% ( $N=5$ ) of the total members of the sample study with the prevailing thought on the Chinese that they are bad people, and a few of them representing a rate of 0.8% ( $N=4$ ) of the total members of the study sample did not show anything. Members of the study sample representing a rate of 51.9% ( $N=254$ ) of the total members of the study sample reading or watching the news sometimes. Chinese who are most of the members of the study sample, while some of them representing a 36.4% ( $N=178$ ) of the total members of the study sample do not follow the news of China, compared to few of them representing a rate of 11.7% ( $N=57$ ) of the total members of the study sample always reading or watching the news is always in China.

The findings show that those who follow the news of China represented a rate of 45.0% ( $N=140$ ) following news of the economic areas, while 31.2% ( $N=97$ ) of the total who have been following Chinese news in society and public life and culture, 12.5% ( $N=39$ ) of the total who have been following Chinese news on the fields of politics, 9.6% ( $N=30$ ) represent other fields, and 1.6% ( $N=5$ ) did not indicate the fields they follow. 77.5% ( $N=379$ ) of the total members of the sample of the study think that China’s economy development are excellent while 10.8% ( $N=53$ ) of the total members of the sample believe that the development of China’s economic is medium. Meanwhile 10.0% ( $N=49$ ) of the total members of the sample of the study believe that China’s economic development needs to be strengthened and 1.0% ( $N=5$ ) believe that China’s economic development is weak. 0.6% ( $N=3$ ) of the total members of the study sample did not indicate the economic development of China. 84.0% ( $N=411$ ) of the total members of the sample believe that the development of China’s industry is excellent while 9.8% ( $N=48$ ) of them believe that the development of China’s industrial is medium, 4.7% ( $N=23$ ) of them think that the industrial development of China needs to be strengthened, 0.6% ( $N=3$ ) of them of the study believe that the industrial development of China is weak, and (4) of them representing a rate of 0.8% of the total members of the study sample did not show the industrial development of China.

54.8% (267) of the sample of the study, representing over half of the total members of the study says they have no any specific impression about China and her people while the 44.4% (217) of them represented have specific impressions about China and its people, and 0.8% (4) have no idea.

59.9% (240) of those who believe that Chinese products have contributed to changing their impression about China and its people, while the 29.9% (120) of them believe that Chinese products have contributed to changing their impression of China to some extent. 3.5% (14) says that Chinese products have no impact on changing their impression of China and its people 2.7%

(11) believe that Chinese products have contributed to a negative impression of China and its people and 0.2% (1) believe that Chinese products have worsened their impression of China and its people have worsened and 3.7% (15) of them did not reply to the questionnaire about the Chinese People:

To identify the personal impression of the Chinese about the Arab states we calculated frequencies and percentages, averages, standard deviations and ranks of the responses of members of the study sample of the personal impressions of the Chinese about the Arab states and the results were illustrated in the following table:

**Table 10**  
**Responds of Study Samples on Phrases of Personal Impression of Chinese About the Arabian Countries in a Descending Order According to the Average of Importance**

Phrase No	Phrase	Frequencies ratio %	Degree of agree						Averages	Standard deviations	Stage
			Do agree	Agree to some exten	Neutral	Don't agree to some extent	Don't agree	Don't know			
4	Arabs have their distinguished culture in general	<i>K</i> %	222 57.1	103 26.5	18 4.6	3 0.8	1 0.3	42 10.8	4.07	1.55	1
1	In general, relation between Arabs and Chinese is strong	<i>K</i> %	214 55	114 29.3	10 2.6	8 2.1	- -	43 11.1	4.04	1.56	2
9	I agree with supporting relations with Arabs	<i>K</i> %	197 50.6	110 28.3	26 6.7	11 2.8	4 1	41 10.5	3.93	1.57	4
3	In general, Chinese trust in Arabs	<i>K</i> %	179 46	122 31.4	26 6.7	- -	- -	62 15.9	3.76	1.74	5
11	Arabian people are kind and friendly	<i>K</i> %	161 41.4	119 30.6	37 9.5	9 2.3	5 1.3	58 14.9	3.64	1.73	6
7	In general, china get benefit from the political position of Arabs	<i>K</i> %	143 36.8	115 29.6	44 11.3	29 7.5	23 5.9	35 9	3.57	1.6	7
8	In general, relation between Arabs and Chinese in the economical field only	<i>K</i> %	147 37.8	104 26.7	47 12.1	32 8.2	31 8	28 7.2	3.57	1.59	8
5	I prefer to work Arabs than other residences	<i>K</i> %	129 33.2	133 34.2	51 13.1	18 4.6	4 1	54 13.9	3.52	1.66	9
14	Arabian culture activities china made a positive for Arabs and is people	<i>K</i> %	69 17.7	170 43.7	68 17.5	55 14.1	- -	27 6.9	3.44	1.31	10

**Table 11**  
**Responds of Study Samples on Phrases of Personal Impression of Chinese About the Arabian Countries in a Descending Order According to the Average of Importance**

Phrase No	Phrase	Frequencies ratio %	Degree of agree						Averages	Standard deviations	Stage
			Do agree	Agree to some exten	Neutral	Don't agree to some extent	Don't agree	Don't know			
10	Arabs have their distinguished culture in general	<i>K</i> %	90 23.1	120 30.8	104 26.7	17 4.4	18 4.6	40 10.3	3.33	1.51	11
6	In general, china get benefit from the technical and economic developing of Arabs	<i>K</i> %	61 15.7	132 33.9	14 3.6	13 3.3	5 1.3	38 9.8	3.3	1.36	12
13	Arabian products affected the impression about Arabs positively	<i>K</i> %	109 28	106 27.2	53 13.6	10 2.6	20 5.1	91 23.4	3	1.93	13
12	Arabian products affected the impression about Arabs negatively	<i>K</i> %	73 18.8	63 16.2	19 4.9	38 9.8	75 19.3	121 31.1	2.12	1.85	14
General ratio								3.52	1.49		

From the results described above it is clear that the subjects agree to some extent on the impression picture of the Chinese formed by the Arab countries with an average of (about 3.52 of 5) which lies in the fourth category of the categories of fifth standard (from 3.41 to 5.00), a category that refers to the option of agreeing to some extent on the study tool.

It is clear from the results that there is a variation in the approval of the subjects of the impression of the Chinese about the Arab states, ranging from approval to some extent for some personal impressions of the Chinese for the Arab States and disagreed to some extent on some personal impressions of the other to the Chinese about the Arab states, ranging between (2.12 to 4.07), with averages ranging between categories II and IV of the categories of fifth standard and refer to (don't agree to some extent / agree to some extent) respectively on the instrument of the study, which shows the disparity the consent of the subjects in the impression of the Chinese for Arab countries .

As it is clear from the results that the subjects agree on ten of the personal impressions of the Chinese for the Arab States and is in the numbers of (4, 1, 2, 9, 3, 11, 7.8 , 5, 14), which are arranged in descending order by consent of the subjects it to some extent as follows:

- Statement (4) is “Generally Arabs have a the culture that distinguish them from others” ranked first in terms of the consent of the subjects to some extent with average (4.07 from 5.00).
- Statement (1) is “Generally the relationship between China and the Arabs is strong” ranks second in terms of the consent of the subjects to some extent with average (4.04 from 5.00).
- Statement (2) is “In general Arabs want to strengthen their relations with China,” ranks third in terms of the consent of the subjects to some extent with average (3.99 from 5.00).
- Statement (9) is “I support the strengthening of relations with Arab countries” ranks fourth in terms of the consent of the subjects to some extent with average (3.93 from 5.00).
- Statement (3) is “In general Chinese trust in dealing with the Arab” ranks fifth in terms of the consent of the subjects to some extent with average (3.76 from 5.00).
- Statement (11) is “Arab people are friendly people and non-hostile” ranks sixth in terms of the consent of the subjects to some extent with average (3.64 from 5.00).

- Statement (7) is “generally China get benefits from the political situation of Arabs “ ranks seventh in terms of the consent of the subjects to some extent with average (3.57 from 5.00).

- Statement (8) is “In general, China’s relationship with Arab countries is in the economic field only” ranked eighth in terms of the consent of the subjects to some extent with average (3.57 from 5.00).

- Statement (5) is “I prefer dealing with the Arabs over other communities” ranks ninth in terms of the consent of the subjects to some extent with average (about 3.52 to 5.00).

- Statement (14) is “Arab cultural activities in China made a positive image of Arabs and its people,” ranks tenth in terms of the consent of the subjects to some extent with average (3.44 from 5.00).

It is clear from the results that members of the study sample are neutral in their agreement on three of the personal impressions of the Chinese about Arab States and phrases numbers (10, 6.13), which are arranged in descending order according to the approval of neutrality in the sample of the study are as follows:

- Statement (10) is “Arab countries will become a superpower in the world” ranks first in terms of neutrality in the approval of study samples with the average (3.33 from 5.00).

- Statement (6) is “Generally China benefit sfrom economic and technical developments of the Arabs” came in second in terms of neutrality in the approval of members of the sample average (3.30 from 5.00).

- Statement (No. 13) is “Arab products in China affected the positive image of Arabs” came in third in terms of neutrality in the approval of members of the sample average (3.00 out of 5.00).

It is clear from the results that members of the study sample do not agree to some extent on one of the personal impressions of the Chinese about the Arab States in phrase No (12) that is “Arab products in China have affected negatively on the image about Arabs” with an average (2.12 from 5.00).

To identify the factors that configure the personal impressions of the Arabs we calculated frequencies and percentages, averages, standard deviations and ranks of the responses of members of the study sample for the words with the central factors of personal impressions about the Arabs in general, and the results are as illustrated in Table 12:

**Table 12**  
**Responses of the Study Sample Phrases Factors Configure Personal Impressions About the Arab in General, in Descending Order by Average Importance**

Phrase No	Phrase	Frequencies ratio %	Degree of agree						Averages	Standard deviations	Stage
			Do agree	Agree to some exten	Neutral	Don't agree to some extent	Don't agree	Don't know			
4	Clothe they wear	<i>K</i> %	155 39.8	115 29.6	45 11.6	15 3.9	10 2.6	49 12.6	3.62	1.67	1
1	Their religion	<i>K</i> %	183 47	94 24.2	22 5.7	15 3.9	1 0.3	74 19	3.57	1.89	2
3	Their customs and traditions	<i>K</i> %	154 39.6	113 29	39 10	17 4.4	1 0.3	65 16.7	3.53	1.78	3
7	Political relation between China and Arabs	<i>K</i> %	162 41.6	106 27.2	36 9.3	5 1.3	6 1.5	74 19	3.49	1.87	4
8	Travelling to Arabian countries	<i>K</i> %	148 38	119 30.6	38 9.8	11 2.8	5 1.3	68 17.5	3.49	1.8	5
2	Language they speak	<i>K</i> %	149 38.3	111 28.5	47 12.1	11 2.8	2 0.5	69 17.7	3.48	1.8	6
13	What you read books and novels about Arabs	<i>K</i> %	151 38.8	106 27.2	49 12.6	7 1.8	7 1.8	69 17.7	3.46	1.82	7
15	What you watch about Arabs in television and series	<i>K</i> %	137 35.2	121 31.1	43 11.1	14 3.6	6 1.5	68 17.5	3.42	1.79	8
9	What we watch about Arabs in satellite channels	<i>K</i> %	137 35.2	115 29.6	52 13.4	9 2.3	9 2.3	67 17.2	3.41	1.79	9
6	Arabian products in China	<i>K</i> %	144 37	115 29.6	41 10.5	8 2.1	7 1.8	74 19	3.41	1.85	10
12	What you read about Arabs in the internet	<i>K</i> %	125 32.1	124 31.9	55 14.1	11 2.8	9 2.3	65 16.7	3.39	1.76	11
14	What you know from Arabian wisdom and proverbs	<i>K</i> %	143 36.8	109 28	50 12.9	5 1.3	4 1	78 20.1	3.38	1.86	12
16	Study friendship and work relations with Arabs	<i>K</i> %	141 36.2	112 28.8	39 10	12 3.1	5 1.3	80 20.6	3.34	1.89	13
5	Commercial exchanging between Arabs and china	<i>K</i> %	134 34.4	121 31.1	38 9.8	6 1.5	6 1.5	84 21.6	3.31	1.9	14
11	What you read in the press about Arabs	<i>K</i> %	136 35	106 27.2	48 12.3	14 3.6	9 2.3	76 19.5	3.3	1.86	15
10	What you about Arabs in radio stations	<i>K</i> %	119 30.6	131 33.7	46 11.8	9 2.3	9 2.3	75 19.3	3.3	1.82	16
17	Behaviors of Arabs residences in China		120 30.8	88 22.6	52 13.4	28 7.2	30 7.7	71 18.3	3.07	1.87	17
General ratio									3.41	1.74	

From the results described above it is clear that the subjects agree to some extent on the positive impact of some factors to configure personal impressions of the Arab in general which average (3.41 out of 5) and is the average that falls in the fourth category of the categories

of fifth standard (from 3.41 to 5.00), a category which refers to the option of moving positively to some extent on the study tool.

It is clear from the results that there is a variation in the approval of the sample study on factors affecting

personal impressions of the Arab in general, ranging from approval to some extent on the positive impact of some factors to configure personal impressions of the Arab in general. Their consent to influence the normal on some factors configure personal impressions about Arab world in general, ranging with averages affecting the factors influencing personal impressions of the Arab in general, between (3.07 to 3.62) with averages ranging between the third and fourth categories of the categories of fifth standard that refer to the (Normal Influential / Positive Influential to some extent), respectively on the instrument of the study, which shows the disparity in the approval of the sample study on factors shaping personal impressions of the Arab in general, shows it is clear from the results that the subjects agree to some extent on the positive impact of the ten factors of composition of personal impressions of the Arab in general, and is in phrases number (4, 1, 3, 7, 8, 2, 13, 15, 9, 6), which are arranged in descending order by consent of the subjects on the positive impact to some extent are which as follows:

- Statement (4) is a “Clothes they wear” which ranked first in terms of the approval of members of the study sample with a positive impact to some extent on average (3.62 from 5.00).

- Statement (1) is “Religion of Arabs,” came in second in terms of the approval of members of the study sample to the positive impact to some extent on average (3.57 from 5.00).

- Statement (3) is “Customs and traditions,” ranked third in terms of the approval of members of the study sample to the positive impact to some extent on average (3.53 from 5.00).

- Statement (7) is “Political relationship between China and Arab countries” rank fourth in terms of the approval of members of the study sample to the positive impact to some extent on average (3.49 from 5.00).

- Statement (8) is “Travel to Arab countries,” ranked fifth in terms of the approval of members of the study sample to the positive impact to some extent on average (3.49 from 5.00).

- Statement (2) is “Language they speak,” came in sixth in terms of the approval of members of the study sample to the positive impact to some extent on average (3.48 from 5.00).

- Statement (No. 13) is “What you read in books and novels and stories about Arabs,” ranked seventh in terms of the approval of members of the study sample to the positive impact to some extent with average (3.46 from 5.00).

- Statement (15) is “What you see from films and television series about Arabs,” came in eighth in terms of the approval of members of the study sample to the positive impact to some extent with average (3.42 from 5.00).

- Statement (9) is “What you see in the satellite

channels about Arabs,” ranked ninth in terms of the approval of members of the study sample to the positive impact to some extent with average (3.41 from 5.00).

- Statement (6) is “Arab products in China,” ranked tenth in terms of the approval of members of the study sample with a positive impact to some extent having an average of (3.41 from 5.00).

It is clear from the results that members of the sample agree with the impact of the normal seven-forming factors affecting personal impressions about the Arab in general, and are in the phrases (12, 14, 16, 5, 11, 10, 17), which are arranged in descending order according to the approval of the sample study with a normal impact as follows:

- Statement (12) is “Information you get from the Internet about Arabs,” ranks first in terms of the approval of the sample study on the normal impact with average (3.39 from 5.00).

- Statement (14) is “What you know about Arabian proverbs and wisdom” came in second in terms of the approval of the sample study on the normal impact with average (3.38 from 5.00).

- Statement (16) is a “Friendship, study and work relations with the Arabs,” came in third in terms of the approval of the sample study on the normal impact with average (3.34 from 5.00).

- Statement (5) is a “Trade between China and Arab countries” ranks fourth in terms of the approval of the sample study on the normal impact with average (3.31 from 5.00).

- Statement (11) is “What you read in newspapers about the Arabs,” came fifth in terms of the approval of the sample study on the normal impact with average (3.30 from 5.00).

- Statement (10) is “What you hear on radio stations for the Arabs,” came in sixth in terms of the approval of the sample study on the normal impact with average (3.30 from 5.00).

- Statement (17) is “The behavior of Arab residents in China,” ranked seventh in terms of the approval of the sample study on the normal impact with average (3.07 from 5.00).

The message that plays an important role in building the image of the Chinese people about the Arabs

79.2% ( $N=308$ ) members of the study sample had heard or read about Saudi Arabia. These are in most of the members of the study sample, while 73.3% ( $N=285$ ) heard or read about the UAE, while 72.5% ( $N=282$ ) of them representing the number of the total members of the study sample had heard or read about Egypt, and 8.2% ( $N=32$ ) heard or read about the Comoros. 55.8% ( $N=217$ ) members of the study sample strongly wish to visit Arab countries these are most of the members of the study, while the 42.7% ( $N=166$ ) wish to visit Arab countries if they have the opportunity, and 1.5% ( $N=6$ ) do not wish to visit Arab countries.

40.4% (N=157) members of the study sample thought that Arabs are the peaceful who are most of the members of the study, while the 39.3% (N=153) of them thought the Arabs are the humble, while 17.7% (N=69) of them did not know what is their prevailing thoughts are about the Arabs, and 2.6% (N=10) of them thought that contact with the Arabs is evil.

60.9% (N=237) members of the study did not believe that Arab products contributed to changing their impressions of the Arabs 39.1% (N=152) of them representing a rate of the total members of the sample who believe that Arab products contributed to changing their impressions of the Arabs. 74.3% (N=289) believe that Arabs are most famous for petroleum products while 20.6% (N=80) believe that the most famous products are the Arabic food, agricultural, and 5.1% (N=20) believe that technology is one of the most famous Arab products.

From the results shown above, it's clear that the most important features of the opinion of Chinese people about the Arabian political situation are that they consider the Arabia areas are unsafe than their opinion about the non-democracy followed by the areas which have many struggles. According to the results shown above it is clear that the most important features of the vision of Chinese people about the Arabian economic situation is that they see it as oil areas which is good from the economic position followed by their idea that it is different in economical developing. The most important features of the thoughts of Chinese people about the Arabian cultural situation is that they think Arabs are peaceful and are a victim of international struggles and they love peace. Furthermore Arabs have a great culture and civilization and Arabs used to wear traditional clothes and love beauty.

The most important features of the vision of Arab people about Chinese is that they think its political power has not appeared yet in the international field. Then the Arab did not get international support for their causes, the most important features of the opinion of Arab people about the Chinese is that they think it is a big economic power. The most important feature of the idea of Arab people about the Chinese is that they think China has a great culture and civilization with a rich history.

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## **11. THERE ARE A NUMBER OF REASONS LEADING TO THE VARIANCE IN THE MENTAL IMAGE OF BOTH CHINESE PEOPLE AND ARAB INCLUDING**

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- Adoption of the Arab media on their broadcasts and Western news agencies and the U.S. from China and twice the number of offices, for the Arab States in China.

- Adoption of the Chinese media on their broadcasts and Western news agencies and the U.S. for Arabs and twice the

number of offices, for China in Arab Countries. In Addition China has launched in recent years, the adoption office, called Xinhua in a number of Arab countries.

- Failure of the Arabs and the Chinese in the area of cultural exchange, although the Chinese have recently started to pay attention to this point, and there are now four Confucius institutes to teach Chinese language in the Arab world, in Egypt, two in Lebanon and one in Morocco if there is sleep in the exchange activities of cultural rights.

- In the business side, the presence of bad products exported to the Arab states created a mental image of negativity about China and its products.

- Weakness in the promotion of tourism between China and the Arab states.

- Lack of books that are being translated into the two languages.

- Lack of cultural communication between China and Arab countries.

- Lack of scientific exchanges.

- Lack of data and media exchange between China and Arab countries.

- The weakness of the political role of China in the issues of the Middle East as a member of the Security Council.

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## **CONCLUSION**

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There are several aspects that should be dealt with through the efforts of the governments of Arab States and the Government of the People's Republic of China, as shown in this study in the areas of cultural communication and media.

### **(a) Media field**

The two sides should work to intensify cooperation in the field of media and publishing in order to promote friendship between the two sides.

Establishment of an Arab-language channel with China like the Chinese-language channel in Arabic being neutral under the League of Arab States, if possible, as the umbrella of the Arabs that brought them together. - Find a project for the exchange of information between institutions, between the two sides and the use of information and communication technology to preserve the cultural heritage and the dissemination of innovations in the field of media and culture. - The adoption of reporters for the Arab news agencies in China and vice versa.

Holding training courses for Arabic-speaking media in China. - Strengthen cooperation between institutions in the field of media, publishing and participating in exhibitions and international meetings pertaining to this area and provide facilities for the press men to work in Arab countries and China. Encourage the exchange of materials and media programs both audio-visual and written regularly and sending delegations to participate

in international exhibitions in all areas of media, and seminars held by the two sides, and the emphasis on strengthening cooperation in the areas of technical and professional between radio stations on both sides, including the provision of films and soap operas translated into Arabic Chinese and cultural programs about cinema and its history in both countries and that can publicize the various manifestations of civilization and development and exchange of documents, images, especially those relating to heritage, history and civilization.

(b) Cultural fields

Promote cooperation in the field of scientific and academic research. Attention to teach Arabic and Chinese, and attention to the emerging generation, who speaks Arabic and Chinese languages.

Attention to the translation of books to and from

Arabic and Chinese, and their exhibitions. To encourage meetings and exchanges between the youth because the youth are the future and the makers of the future of relations between the two countries. Encourage the translation of the areas of cultural heritage and generation that speak of the two nations. Find a project for the exchanges between cultural institutions. To ensure the participation in cultural events held on both sides. Establish a mechanism for the activity of Arab arts festivals that was held twice in China and expand the activities of the festival to include the establishment of seminars, lectures and presentation of the Arab culture and Islamic and Arab cinema to be produced jointly and supervised by the League of Arab States.

(c) Promotion of tourism

Promotion in the Chinese market to develop the tourism sector and travel and tourism companies on both sides and to hold contacts and exchange of visits and experiences between, and tourism promotion fairs and seminars on tourism and the provision of information and facilities required in this regard, as well as encourage companies on both sides to set up tourism projects and investment.

Activating the role of associations based on Arab-

Chinese friendship in both China and the the Arab Stasis required. The launch of an annual competition in science and technology to encourage inventions and scientific initiatives among young people, in particular. Many young Arab and Chinese care much for science and technology and have a strong desire to know the latest discoveries in this area, and will help this competition also in the presentation of latest achievements of young scientific and technical innovators in gaining global recognition. Establishment of scientific conferences and seminars for youth to contribute significantly to familiarize them with the latest scientific breakthroughs and their applications and motivate them to harness and integrate science in the service of humanity.

The establishment of cultural events and the days and weeks as a cultural contribution to the strengthening

of mutual understanding and friendship between the Arabs and Chinese. Exchange of visits between Chinese and Arab artists, and support the participation of artists from each side in exhibitions and international arts that are held by either side to enhance communication and promote cooperation between China and Arab countries in the field of arts. Carry out studies and research to find out the role of Arabs in the Chinese culture and China's role in Arab culture to highlight the reciprocal impact of each of the other civilizations, and attention to open cultural centers of each party to the other party.

Encourage both sides to submit the translation and publication of literary works and distinctive books of the other side in their own language. Create an electronic site supervised by specialists from the two sides and to provide the information in various areas of the two sides. Hold Seminars in the field of higher education and scientific research and to take full advantage of the expertise and capabilities available to both sides. In addition, to promote exchanges and educational cooperation and to encourage educational institutions, Arabic, Chinese, private colleges and universities to establish communication among themselves. To also perform joint scientific ventures and strengthen the exchange of visits and academic networking. Attention to grants for studying with government and greater opportunities for higher studies.

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