





OPEN PEER REVIEW

# Identifying the Pattern of Successful Professional Operations of Al-Alam Network in Reporting on the Storm of Al-Aqsa War and Maintaining and Enhancing the Resilience of Gaza Residents

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## 1. Round 1

### 1.1. Reviewer 1

Reviewer:

In the literature review, the paragraph starting with “Prominent Western media institutions, such as the British Broadcasting Corporation (BBC), Cable News Network (CNN), and The New York Times...” lacks direct references to Al-Alam’s comparative performance. Adding a comparative analysis of these media entities with Al-Alam’s operations would strengthen the argument.

In the Theoretical Framework section, the statement, “Al-Alam Network leverages internet broadcasting and social media platforms to expand its global footprint...” requires data or specific instances of social media campaigns or strategies employed by Al-Alam during the conflict to support this claim.

In the Methodology section, the description of semi-structured interviews lacks details on how interview questions were developed and whether a pilot study was conducted. This is essential for methodological transparency.

Table 2 (Axial Coding) lists “Legal Framework” as a main category, but there is little discussion in the text about specific legal challenges Al-Alam faced during the war. Including these details would provide a more comprehensive view.

In Table 3 (Final Codes), the code “Strong public relations” is listed under Intervening Conditions but is not elaborated on in the findings. Including examples of Al-Alam’s public relations efforts would be beneficial.

The paragraph in the Empirical Background discussing Dokht et al. (2013) mentions Al-Alam’s media diplomacy but does not connect it to the Storm of Al-Aqsa war. Drawing explicit connections would improve coherence.

The Findings section mentions “competitive intelligence” as a strategy but does not provide concrete examples of Al-Alam’s intelligence-gathering methods. Including this would substantiate the findings.

The sentence, “Al-Alam’s operational history is marked by instances in which the network faced significant challenges...” needs specific examples from the Storm of Al-Aqsa war period to demonstrate relevance.

The Conclusion’s recommendation, “Conducting target market research to identify audience needs...” should include a discussion on whether Al-Alam has undertaken such research and its outcomes.

Authors revised the manuscript and uploaded the document.

## 1.2. Reviewer 2

Reviewer:

The methodology section states, “Grounded theory is an inductive and exploratory research method...” but fails to explain why grounded theory was specifically chosen for this study. Elaborating on the suitability of grounded theory for analyzing media operations would add clarity.

In the Statistical Population and Sampling section, the claim, “Given the research’s purposeful design, all journalists were considered as the sample...” could benefit from justification of the sample size and explanation of how theoretical saturation was determined with only seven interviews.

In the Data Analysis section, the sentence, “Coding is the primary process of creating and refining theory from data...” should include an explanation of how the coding framework was validated to ensure reliability and consistency.

In Table 1 (Open Coding), the code “Identifying real needs” is too vague. Providing an example from interview data on how Al-Alam identified and addressed audience needs would be valuable.

The Findings section states, “The key findings of this research...are as follows,” but lacks direct quotations from interviewees. Including verbatim excerpts from the interviews would add authenticity and support the findings.

The sentence in the Conclusion, “Zionist media outlets habitually frame events in ways that serve their own agenda...” needs citations from primary sources or existing literature to avoid potential bias.

The Introduction mentions, “The internet introduced an expansive realm of information...” but fails to detail how Al-Alam adapted its strategies to the digital environment during the Storm of Al-Aqsa war. This needs further elaboration.

In the Theoretical Framework, the quote from the Washington-based research center, “Al-Alam, by emphasizing the cohesion of Shiites and the Islamic unity...” requires proper citation and context for accuracy and reliability.

Authors revised the manuscript and uploaded the document.

## 2. Revised

Editor’s decision: Accepted.

Editor in Chief’s decision: Accepted.