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BURNOUT AMONG PALESTINIAN JOURNALISTS IN THE WEST BANK AND GAZA STRIP AND ITS RELATIONSHIP TO ACHIEVEMENT MOTIVATION: A QUALITATIVE STUDY

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ABSTRACT

This study aimed to examine burnout among Palestinian journalists in the West Bank and Gaza Strip and its relationship to achievement motivation. To achieve the study's objectives, the study used the qualitative approach. This approach is considered the most appropriate according to the nature of the current study. The study sample size consisted of (15) Palestinian journalists from the Gaza Strip and the West Bank for the year 2024. To analyze the data, a content analysis approach was used, based on analyzing the responses and identifying common factors among them to reach a final conclusion. The results revealed that participants experienced several stages of burnout. This stage begins with external pressures that generate feelings of fear, anxiety, confusion, and tension. This then transforms into a desire to resist and cope with the surrounding challenges. The increasing intensity and persistence of these pressures contribute to exhausting the participants until they reach a point of feeling lifeless. Respondents unanimously agreed that the Israeli occupation and its accompanying political and economic challenges are among the most sources and causes leading to burnout. Loss, martyrdom, arrest by occupation forces, killings and torture, forced displacement, deprivation of legal and civil rights, and the absence of justice in the workplace are considered other significant causes and sources of burnout. The results also indicated that burnout negatively impacts the motivation to achieve, according to the consensus among participants. Based on the findings, the study recommended in developing programs for periodic psychological support for journalists (psychological support supervisors).

KEYWORDS: Burnout, Achievement Motivation, Journalists, Palestine, West Bank, Gaza Strip.

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1. INTRODUCTION

The press is considered one of the important means of conveying information, presenting differing viewpoints, opening avenues for the exchange of ideas, and spreading awareness and vigilance among citizens. The press, in all its forms, is the driving force and catalyst for change in society and a key factor in global competition (Maloum, 2022). A strong media institution contributes to the advancement of society and the nation, and is even considered one of the important educational and knowledge-based tools for disseminating culture and information. However, the social and political climate in which journalists operate varies from country to country, and consequently, the pressures they may face during their reporting differ (Ianakiev and Medneva, 2025).

Price and Antonova (2024) emphasized that journalists face numerous obstacles and challenges that limit their ability to express their opinions, including daily pressure, restrictions on freedom of expression, and interference in journalistic work by political entities. All these challenges can limit the creative journalism and diminish the credibility of journalists and media outlets. Maloum (2022) confirmed that journalism is considered one of the most difficult professions globally. Journalists are subjected to psychological pressure and may face security challenges during crises, exposing them to physical and psychological attacks, some of which can even lead to death (Ianakiev and Medneva, 2025).

In this regard, Maloum (2022) stated that burnout is one of the psychological effects that journalists may experience, causing physical and psychological exhaustion and emotional disturbances and pressure. Consequently, these pressures result in psychological effects that impair journalists' ability to continue their work and reduce their motivation to achieve. Price and Antonova (2024) argued that media professionals now compete to cover and access events based on the principle of journalistic scoops, without paying attention to the psychological and social impact of these pressures on media professionals, which affects their motivation to achieve. Hence, the study problem is presented in identifying burnout among Palestinian journalists in the West Bank and Gaza Strip and its relationship to achievement motivation.

1.1. Research Problem and Questions

Journalism is one of the most influential professions in society because it requires continuous work and specialized skills that enable journalists to reveal on the truth. Like other professions, it contains many difficulties, pressures, and frustrations that may prevent journalists from achieving their goals. This can have a significant impact on journalists who are unable to reach their aspirations, and may even develop into more complex conditions such as burnout. Burnout is characterized by a negative response to work pressures, and its severity varies depending on the influencing factors, including environmental, social, political, economic, personal, and psychological ones (McFarland, & Hlubocky, 2021). All these factors can affect a journalist's motivation to achieve their desire to complete their work to the required standard, leaving them psychologically and emotionally exhausted and unable to perform or continue (Ianakiev and Medneva, 2025). Previous studies have proven the impact of psychological burnout on the individual's mental health and on the journalism profession in particular (Horoub and Alani, 2025; Demirtzidou and Tragantzopoulou, 2025).

However, most studies which investigated the relationship between burnout and achievement motivation have not specifically targeted the journalism sector, particularly in the West Bank and Gaza Strip; rather, they have focused on the medical and educational sectors (Pourkarimi and Mobinrahni, 2018; Rehman et al., 2020; Graña et al., 2021; Bakar et al., 2023). This underscores a research gap in the existing theoretical literature, necessitating further research and studies in this area. Therefore, the problem of this study is to investigate burnout among Palestinian journalists in the West Bank and Gaza Strip and its relationship to achievement motivation. Based on that, the problem can be summarized in the following questions

1. What are the stages of burnout among Palestinian media professionals in the West Bank and Gaza?
2. What are the sources and causes of burnout suffered by Palestinian journalists in the West Bank and Gaza?
3. How burnout affect Journalists motivation towards achievement performing their required duties?
4. What are the recommendations that could be provide to journalists working in the media field to help them cope with burnout and enhance their achievement motivation?

1.2. Research Importance

The current study is significant because it addresses a highly important topic, especially in light of the ongoing confrontations between the Israeli occupation and journalists, who have recently

become deliberate targets of the Israeli occupation. These confrontations in Palestine, in particular, are marked by numerous instances of beatings, assaults, and violations. Therefore, it is crucial to examine the factors that can affect the journalist's morale and motivation to perform their duties.

Moreover, this research aims to reveal the relationship between psychological burnout and the motivation for achievement in practicing journalism in areas that are considered among the areas where journalists are most exposed to pressures and repeated wars, which are the West Bank and the Gaza Strip. The researcher noted a scarcity of studies exploring this aspect, which underscores the potential of this research to enrich existing theoretical literature with new findings that can be utilized in future studies.

Moreover, the current study contributes to developing positive motivation among journalists and reducing burnout levels that can negatively affect their achievement motivation. This, in turn, leads to a sustainable and healthy level of goal achievement and development.

The current study can also contribute to enhancing the efficiency of media work by reducing levels of psychological stress, and thus enhancing the ability of journalism to produce high-quality content, which will positively reflect on the media message in Palestinian society.

2. LITERATURE REVIEW

2.1. Burnout Concept among Media Professionals

2.1.1. Burnout Concept

Psychoanalytic theory interpreted burnout as resulting from the individual's prolonged ego-pressure, or as a result of the process of repression or the suppression of unacceptable, even conflicting, desires within the components of the personality, resulting in a conflict between these components that ultimately leads to burnout. It may also result from the ego losing its ideal, creating a gap between the ego and the other to which it has become attached, and the individual losing the social support they were expecting. Some techniques from the psychoanalytic school can also be used to treat burnout, such as emotional catharsis (McFarland, & Hlubocky, 2021). Furthermore, behavioural theory believe that behavior is a product of physical and environmental factors. This theory does not ignore human feelings and emotions, just as it ignores human mental processes such as will, freedom, and reason. According to the behaviourists referred to in Al-Rashdan (1995), burnout is an internal state, like anxiety and anger. Therefore, behavioral theory views burnout as a result of environmental factors, and if these factors are controlled, it is easy to control burnout. This is what many scientific studies and theories currently believe in regarding the importance and necessity of modifying behavior to ensure a high degree of performance and productivity in various fields (Al Youssef, 2010).

The concept of burnout has many meanings, as it is linked to a group of chronic pathological symptoms. Tanuzo (2021) indicated that over the past fifteen years, burnout has been defined as depression, a decline in energy and vitality, a decline in job activity, failure to complete expected work, emotional exhaustion and fatigue, and a decline in interactions with others.

American psychoanalyst Herbert Freudenberger is considered the first to introduce the term burnout into academic use in 1974 when he wrote a study for the Journal of Social Issues, discussing his psychological experiences resulting from his interactions and treatments with clients at his New York City clinic (Fontes, 2020). Freudenberger used the term burnout in English to refer to a state of fatigue and exhaustion resulting from the depletion of an individual's energy and internal strength during work. The French term refers to professional or occupational exhaustion (Bouchkara and Boumaza, 2021).

Demirtzidou and Tragantzopoulou (2025) considers burnout to be a mental state and internal psychological experiences that express emotional exhaustion, emotional numbness, and an inability to self-actualize in professional practice. This lack of enthusiasm and interest in those to whom they serve is a result of the psychological and qualitative pressures resulting from the service, the nature of the job, and social relationships at work (Demirtzidou and Tragantzopoulou, 2025).

Channawar (2023) defined burnout as a set of symptoms of mental stress, emotional exhaustion, personal numbness, and a sense of dissatisfaction with personal tasks and professional performance. The verb 'burnout' refers to 'fail', 'collapse', or 'become exhausted' due to overwork and overstretching (Makarenko et al., 2016). The term also refers to negative changes in relationships, attitudes, and behavior as a response to work stress (Ane et al., 2023). Gupta, and Chedrawy (2023), based on the psychoanalytic theory they developed, believed that burnout results from the continuous stress to which an individual is exposed. From her perspective, burnout is considered an inevitable consequence of stress.

Existential theory suggests that the existential emptiness people may experience make them feel that their existence is meaningless. This feeling diminishes their desire and interest in life, and reduces their motivation to live or strive towards their goals, making them more susceptible to burnout. Al-Farihat and Al-Rabdi (2010) confirmed a direct correlation between burnout and a loss of meaning in life.

2.1.2. Burnout among Media Professionals

Symptoms of burnout are more prevalent in professions that interact with the public. These professions often require direct confrontation or a thorough understanding of people's opinions and attitudes, which are a fundamental criterion for evaluating the work of those working in these professions. Media profession has different methods and tools, and it falls within these professional categories, whose members may suffer from certain degrees of burnout (Ianakiev and Medneva, 2025).

Burnout occurs when there is a mismatch between the nature of the work and the nature of the person engaged in performing that work (Horoub and Alani, 2025). The greater the discrepancy between these two environments, the greater the burnout experienced by the media professional in the workplace. Other scholars believe that burnout is the tragic and extreme outcome of stress; that is, burnout is a symptom of psychological pressure (Demirtzidou and Tragantzopoulou, 2025). Symptoms and factors of burnout among media professionals does not stop there; rather, other symptoms appear among media professionals, including; a lack of psychological comfort, a constant feeling of lethargy and exhaustion, a lack of desire to perform their work duties, a tense anxiety, and feelings that make them regret their profession, and a tendency to avoid field journalism and attempt office and electronic work (Sales et al., 2021).

There are many factors that lead to burnout among media professionals, including (MacDonald et al., 2016; Brédart, 2017; Horoub and Alani, 2025; Ianakiev and Medneva, 2025)

1. Factors related to the segments with which media professionals interact. Media professionals are involved in their duties in various social, political, and economic forums in society and interact with the public on a daily basis. They interact with prominent community figures and, at the same time, with the poorest of the poor in society. The daily activity of media professionals is endless, as they follow all events, changes, and occasions; some of which are positive, while others are sad, leading to burnout.
2. The assistance and support that media professionals receive varies between media institutions operating in terms of support, encouragement, and motivation for their media employees. This creates a distinction that makes them question whether they receive rewards and incentives, similar to those offered to other media professionals in other local or foreign institutions.
3. Personal factors that contribute to the development of burnout among media professionals include personal cognitive distortions, particularly negative ones. These distortions relate to the way they manage variables, stressors, challenges, obstacles, and difficulties during their work. These distortions are related to the level of self-compassion in managing crises and their consequences. Some media professionals are unable to manage these situations effectively, and thus fall prey to burnout.
4. Environmental factors relate to the work environment and workplace, as many media professionals work in offices and through electronic communication, while others work in the field. Journalists in the field are exposed to witnessing children, women, and the elderly being killed, mutilated, and witnessing the remains, crimes, and fires that devour the delicate bodies of children, as well as the demolition of buildings, streets, properties, places of worship, health facilities, cars, property, and much more. These factors and components lead to burnout, some of which develop into deep psychological disorders such as depression, anxiety, and obsessive-compulsive disorder.

Several previous studies have aimed to measure the level of burnout among journalists (Alharb, 2021; Maloum, 2022; Jabali et al., 2022). Maloum's (2022) study concluded that journalists in the writing field experience a moderate level of burnout overall (moderate emotional exhaustion, low emotional desensitization, and moderate diminished sense of accomplishment). The study also found no statistically significant differences in burnout levels among journalists in the writing field attributable to personal variables, including age, seniority, and marital status. Similarly, Alharb's (2021) study found a moderate level of burnout among Saudi journalists during the COVID-19 pandemic. It also found statistically significant differences in burnout levels

favoring females in the emotional exhaustion dimension, and statistically significant differences in emotional exhaustion, emotional desensitization, and diminished sense of accomplishment attributable to the educational qualification variable. Furthermore, statistically significant differences were found in burnout levels in the emotional exhaustion and emotional desensitization dimensions according to the specialization variable. In addition, Jabali et al. (2022) conducted a study to detect the level of burnout among Palestinian journalists and found that Palestinian journalists experienced high levels of burnout.

2.2. *Achievement Motivation among Media Professionals*

Achievement motivation is one of the most important topics that has preoccupied thinkers and scholars due to its significance in building society. Achievement motivation enhances an individual's productivity and contribution to society (Peng and Zhang, 2024). It is defined as the level of an individual's striving to achieve goals and succeed (Nurhikmah et al., 2024). It is also a physiological state that indicates engaging in specific types of behavior to perform tasks at a high level. Furthermore, achievement motivation refers to an individual's tendency to excel over others in performing required tasks and duties, and to plan effectively to achieve desired goals (Homeo, 2025).

Peng and Zhang (2024) emphasized the importance of achievement motivation, noting that it generates interest in individuals and motivates them to engage in cognitive and emotional activities used to effectively achieve their goals. Achievement motivation is linked to an individual's inclinations, directing their attention to certain activities over others (Nurhikmah et al., 2024). It transforms some stimuli into reinforcers that influence their behavior and motivate them to persevere and work actively to achieve the desired goals.

Within the context of journalism, Mahmoud's study (2023) found a high level of achievement motivation among Egyptian journalists across the dimensions of responsibility, perseverance, and social motivation. The study also found that journalists working during emergencies and crises acquire skills and abilities that enable them to confront various surrounding challenges by stimulating their motivation to do so (Mahmoud, 2023). Khair Allah (2020) also found a high level of achievement motivation among practicing journalists. Furthermore, Khair Allah (2020) found statistically significant differences in achievement motivation levels attributable to the nature of the work, but no statistically significant differences attributable to years of experience.

Previous studies investigating the relationship between burnout and achievement motivation have yielded numerous findings. Rehman et al. (2020) demonstrated that reducing burnout levels positively impacts learning motivation, noting that social support contributes to increased motivation and, consequently, improved success rates by mitigating the effects of burnout. Similarly, Graña et al. (2021) found a negative relationship between burnout and achievement motivation, while a positive relationship exists between motivation and engagement. The study also concluded that engagement plays a mediating role in the relationship between motivation and burnout (Graña et al., 2021). Moreover, Pourkarimi and Mobinrahni (2018) found a negative relationship between achievement motivation and academic burnout, emphasizing the significant role of academic burnout influencing motivation levels; lower motivation levels lead to increased academic burnout. Bakar et al. (2023) found a correlation between motivation and burnout levels; motivation supports self-efficacy and motivates individuals externally.

3. RESEARCH METHODOLOGY

To achieve the study's objective of identifying burnout among Palestinian media professionals and its relationship to achievement motivation in the West Bank and Gaza Strip, the study presents in this section a description of the research methodology and its population. To achieve the study's objectives, the study used the qualitative approach. This approach is considered the most appropriate according to the nature of the current study. The qualitative approach is considered one of the important methodologies based on analyzing and scientifically interpreting phenomena by collecting and classifying data related to the research problem and extracting the essential elements capable of answering the research questions.

To collect data, the researcher used the interview tool as a data collection method. Face-to-face interviews were used specifically. This type of interview is characterized by its ability to build a rapport with respondents. Through face-to-face interviews, the researcher can clarify questions for the respondents and answer any inquiries they may have (Cooper & Schindler 2011). This type of interview also allows the researcher to enhance the use of visual aids, which contributes to a more engaging dialogue (Ruslin et al., 2022). Furthermore,

this type of interview enables the researcher to collect rich and useful answers that directly serve the research topic.

The interview consisted of four questions directly related to the research topic. The questions directly addressed the sources of burnout, the factors influencing burnout, the relationship between burnout and achievement motivation among journalists, and suggestions journalists could offer their colleagues to help them cope with burnout and enhance their motivation to achieve.

To verify the validity of the research tool, the interview was distributed to a sample of experienced professionals and specialists in the academic media field to gather their feedback and comments. After review by a panel of experts, it was approved as consisting of four questions.

3.1. Study Sample

The study sample size consisted of (15) Palestinian journalists from the Gaza Strip and the West Bank for the year 2024. To maintain confidentiality, uphold ethical considerations, and avoid harming respondents, each participant was assigned a code, and their identity was concealed. The first participant was assigned the code P1, the second P2, and so on up to the fifteenth participant, who was assigned the code P15.

3.2. Data Analysis

To analyze the data, a content analysis approach was used, based on analyzing the responses and identifying common factors among them to reach a final conclusion. This analytical method gives the researcher high flexibility in arranging the responses and revealing the participants' viewpoints regarding the research issue (Rathore and Patwa, 2021).

4. RESULTS OF THE STUDY

This section of the research includes an analysis of the interview questions to reach the research findings.

4.1. Stages of Burnout among Palestinian Media Professionals in the West Bank and Gaza

The results confirmed that journalists face severe burnout due to the numerous pressures they endure, whether psychological, social, economic, or security-related. These pressures are primarily linked to ongoing wars and political conflicts, in addition to pandemics and natural disasters. The First Intifada of 1987, the 2002 war, and the 2023 Gaza War (Al-Aqsa Flood War) were among the most frequently cited wars and political conflicts by respondents, who indicated that they experienced significant psychological stress during these periods. This psychological pressure contributed to their burnout as a result of their constant and direct confrontations with the Israeli occupation forces, in addition to the harassment they face from the occupation in an attempt to prevent them from reporting the truth and conveying reality accurately.

Respondents confirmed that their level of burnout is directly proportional to the length of their time working in journalism, with increased working years directly increasing their exposure to occupational hazards. These hazards are necessarily linked to the death, arrest, or physical injuries of their colleagues' journalists or family members, which sometimes render them unable to perform their duties.

Respondents unanimously agreed that stress, exhaustion, anxiety, and fear are among the most prominent symptoms of psychological burnout they experience. These symptoms appear at different times. They were particularly pronounced during the 2023 Gaza War, with respondents confirming their increasing feelings of distress, anxiety, fear of the unknown, and frequent depression. These negative emotions may also be accompanied by physical symptoms such as high blood pressure, high blood sugar, shortness of breath, and irritable bowel syndrome. P3 stated:

"Sometimes, due to the intense anxiety and fear of the unknown, I would experience high blood pressure, and sometimes I would feel short of breath. The sight of martyrs, the mothers' cries, and the constant gunfire all definitely increased my level of burnout"

The psychological and physical symptoms reported by respondents were particularly prominent among journalists working in the Gaza Strip. Five journalists (P1, P3, P4, P6, P12) confirmed that anxiety plagued them during their media coverage of the 2023-2024 Gaza war, to the point that they no longer felt like they were living normal lives, but they are still alive and still fighting for survival. P4, journalist working in Gaza, said:

"I am still alive, but I live in constant psychological pain, fear, tension, and psychosomatic distress. I still witness bombing, destruction, killing, and starvation daily. Like two million residents of Gaza, we struggle merely to survive…"

P12 added that he was cut off from his family because of the blocked roads, and he had even lost contact with them. The journalist expressed his longing for his mother and his lack of any psychological or moral support that would enable him to continue, as he had reached a critical stage of

burnout. P12 said:

"I was cut off from my family because of the blocked roads and the communication blackout. After sixty days of war, I find myself isolated amidst the destruction, bloodshed, and chaos, deprived of psychological and social support. I have suffered from worsening symptoms of nervous breakdown and severe emotional exhaustion as the war continues."

This finding aligns Ane et al. (2023) which confirmed that continuous stress contributes to increased levels of burnout. Furthermore, psychological and behavioral symptoms become a natural reaction to surrounding pressures (Gupta, and Chedrawy, 2023). The result also aligns with existential theory, which asserts that job burnout deprives individuals of meaning in life (Al-Rabdi, 2010). This is precisely what the participants, especially those working in the Gaza Strip during the 2023-2024 war, expressed when they indicated that they had lost their sense of normalcy.

The respondents' answers reveal several stages of burnout. These stages are characterized by surrounding psychological, social, and physical pressures. The first stage transforms into one of resistance and a desire to respond to and cope with these pressures. The third stage involves exhaustion and the depletion of the respondents' capacity to cope with all the surrounding pressures, to the point where they may no longer feel alive.

4.2. The Sources and Causes of Burnout Suffered by Palestinian Journalists in the West Bank and Gaza

Respondents unanimously agreed that the Israeli occupation and its accompanying political and economic challenges are among the most sources and causes leading to burnout. Palestinian journalists are subjected to constant harassment in their journalistic work as a result of the occupation's repression and prevention of their ability to practice journalism.

The results indicated multiple sources and causes of burnout among journalists. Loss, martyrdom, arrest by occupation forces, killings and torture, forced displacement, deprivation of legal and civil rights, and the absence of justice in the workplace are considered among the most significant causes and sources of burnout. These factors collectively contribute to the emergence of serious psychological, social, and physical symptoms among journalists, threatening their personal, professional, and work lives.

Respondents emphasized that the nature of their work necessitates a constant shifting between different internal emotions. One day, they might be covering a wedding, and moments later, they might be covering the funeral of a martyr. P3 said:

"Journalists in Palestine face numerous emotional contradictions. They are required to cover all facts and events. In Palestine specifically, these events are very different from one another. One moment we might be covering a wedding, and the next we might be covering the funeral of a martyr. Constant exposure to these pressures and emotional conflicts leads to significant psychological exhaustion, and in some cases, it can lead to depression. We can't deny that these pressures also affect our relationships with our families and children, as well as our social lives…"

P6 added

"Journalistic coverage in Gaza exceeds the limits of normal human endurance, leaving deep psychological scars and lasting impacts. Not to mention our constant exposure to life-threatening situations. Also, we never forget our colleagues who were martyred while performing their duty. The Israeli occupation is the root cause of our internal conflict and psychological burnout…"

Nine respondents confirmed that factors related to limited promotions and low salaries are also contributing sources and causes to burnout. These causes increase the level of burnout. P14 said:

"...not to mention all the difficult political circumstances we are going through, we also suffer from low salaries and limited promotions. All of these factors increase our burnout because you feel that your efforts are not appreciated as they should be..."

These factors contributing to burnout cause Palestinian Journalists to constantly worry about their children, families, and their social future. These factors also limit their creativity at work and their ability to accurately portray the realities of Palestinian society.

This finding aligns with Al-Awri's (2015) study, which confirmed that high levels of stress negatively impact journalists' mental health and professional performance. It also agrees with Horoub and Alani's (2025) study, which concluded that burnout stems from the nature of the employee's work. Furthermore, it aligns with Demirtzidou and Tragantzopoulou's (2025) study, which emphasized that stress is a fundamental and primary cause of burnout.

Ianakiev and Medneva's (2025) study further supports this finding, highlighting that the field of journalism encompasses numerous contexts, meaning journalists are required to interact with

various segments of society during different events, exposing them to varying levels of burnout depending on the nature of the event they are covering. Brédart (2017) added that journalists whose work involves field reporting are exposed to witnessing numerous instances of killing and persecution, which increases their stress levels. Some of these effects can even lead to depression.

4.3. Burnout as an Obstacle That Reduces Journalists' Motivation toward Achievement and Prevents Them from Performing Their Required Duties

The respondents agreed that burnout is a major obstacle preventing them from fulfilling their professional duties and achieving their goals. Burnout generates feelings of sadness, anger, anxiety, and depression among the respondents, and it also affects their personal and family relationships, thus impacting their overall quality of life.

The respondents indicated a range of manifestations reflecting the impact of burnout on them, including a decline in professional motivation, a decrease in work quality, absenteeism, and an increased desire to quit. All respondents confirmed that burnout impairs journalists' ability to perform their professional roles, hinders their ability to fulfill their duties, and reduces their commitment to their work. P9 indicated that burnout does not prevent him from continuing his work; however, it necessarily affects the speed at which he completes tasks and reduces his commitment to journalistic work. P9 said:

"….Burnout does not necessarily prevent me from continuing in media work, but it affects the speed at which I complete tasks and leads to a decline in interest and commitment to journalistic work"

P6 explained that burnout and the internal pressures it generates can sometimes boost his desire to work; however, more often than not, a decline in performance is the dominant and controlling factor. P6 said:

"I don't deny that sometimes I might find myself with a strong desire to produce outstanding media content, but more often than not, with the surrounding challenges and conflicts, the prevailing internal feeling is a decline in the desire to achieve….".

It is clear from the above that burnout negatively affects the level of achievement motivation, according to the consensus of the participants. It reduces their desire to work, increases their levels of anxiety and depression, and also affects their social and family relationships. This result differs from the result of Graña et al. (2021) study, which found a positive relationship between the level of achievement motivation and engagement. It also differs with the study of Bakar et al. (2023), which found a correlation between the level of achievement motivation and burnout, as motivation enhances the level of self-efficacy.

4.4. Recommendations from Media Professionals

The journalists surveyed in the Gaza Strip and the West Bank offered a range of recommendations on how to cope with burnout and minimize its impact on their motivation, based on their practical experience. They emphasized that despite the risks they face, the horrific scenes they constantly witness, and the tragic events they cover, these experiences have become driving forces that strengthen their resolve to continue and fulfill their professional mission.

The respondents stressed the importance of seeking psychological counseling regularly and expressing their inner feelings and emotions to alleviate the psychological pressure they experience. They also advised other journalists working in the same field to avoid suppressing their emotions or succumbing to surrounding events that could exacerbate their burnout.

P4 indicated that the suffering they endure may be prolonged and requires strength and patience to persevere. P4 emphasized that this is a mission that must be fulfilled properly and that they should not give in to psychological strain. P4 said:

"Whether we like it or not, this conflict may be protracted, and this certainly doesn't mean we should stand idly by. We must continue on our path and fulfill our mission to the best of our ability. Our cause needs us, our patience, and our efforts"

The respondents offered a range of suggestions that other journalists could utilize, including participating in cultural, national, and sporting activities, which are considered important for relieving stress and anxiety. They also emphasized the importance of attending any programs designed to provide psychological support to journalists, as well as adhering to religious and spiritual practices such as prayer and fasting.

A large number of respondents, have been directly or indirectly harmed while performing their duties and professional roles. This has forced a large number of them to help their colleagues, friends, and even ordinary citizens to ensure safety and security. This is despite the psychological burden and the emergence of burnout symptoms, which quickly lead them to express their feelings toward the event and

the person who affected them, leaving behind this traumatic experience. Despite all the risky and stressful events that media professionals experience, there is an inner core that motivates them and stimulates their enthusiasm and energy to continue working and achieving, sometimes increasing their motivation to achieve.

5. CONCLUSION AND RECOMMENDATION

5.1. Research Conclusion

The results revealed that participants experienced several stages of burnout. This stage begins with external pressures that generate feelings of fear, anxiety, confusion, and tension. This then transforms into a desire to resist and cope with the surrounding challenges. The increasing intensity and persistence of these pressures contribute to exhausting the participants until they reach a point of feeling lifeless.

Respondents unanimously agreed that the Israeli occupation and its accompanying political and economic challenges are among the most sources and causes leading to burnout. Loss, martyrdom, arrest by occupation forces, killings and torture, forced displacement, deprivation of legal and civil rights, and the absence of justice in the workplace are considered among the most significant causes and sources of burnout. These factors collectively contribute to the emergence of serious psychological, social, and physical symptoms among journalists, threatening their personal, professional, and work lives.

Regarding the relationship between burnout and the dimensions of achievement motivation among media professionals in the West Bank and Gaza Strip; the results indicated that there is a negative correlation between the two variables. Burnout negatively impacts the motivation to achieve, according to the consensus among participants. It reduces their desire to work, increases their anxiety and depression, and affects their social and family relationships.

Journalism is considered profession that influence and change people's lives, shaping their future prospects and aspirations through their pioneering impact and influence on influential decision-makers. They constitute a tremendous source of pressure on decision-makers. Some influential decision-makers fear the wrath of media professionals because they believe they are influential and can mobilize large segments and groups in society.

The results confirmed that Palestinian media professionals exercise caution despite the severity, frequency, and high level of harm caused by these events. Based on their humanity and awareness of the dangers facing them and their people, a large number of them provided humanitarian and medical assistance to the injured while covering the events. Like everyone else, they try to express their feelings and present their concerns and needs. However, they do not always find the internal motivation that stimulates their enthusiasm and energy to work and achieve, actively, vigilantly, and perseveringly. They are exposed to harm while covering events from multiple parties, and this often increases the level of psychological burnout and reduces the incentives and motivations for achievement.

Media professionals working in the media field in the Gaza Strip and the Palestinian West Bank shared their experiences, expertise, and recommendations, highlighting how they confronted and fought burnout and how to strengthen their motivation to achieve. Palestinian media professionals are an integral part of the social fabric, influencing and being affected by what happens around them. They cannot retreat or distance themselves from what is happening around them, regardless of the risks. They consider the horrific events and bloody incidents they experience to be the motivation to continue their media mission. It is evident that the roles of media professionals are among the most important and indispensable leadership roles in building society. It is one of the most important modern professions, generating significant benefits for communities and laying the foundation for building civil society institutions based on solid foundations and principles of integrity, transparency, and honesty.

5.2. Research Recommendations

Based on the findings, the study recommends with the following

1. Reducing working hours for media professionals, especially for journalists covering events in the field.
2. Increasing rest days and vacations and shortening daily shifts.
3. A balance must be struck between humanitarian and national (professional) duties.
4. Developing programs for periodic psychological support for journalists (psychological support supervisors).
5. Leveraging the expertise of journalists, especially retirees who have extensive previous experience.
6. Activating the role of the Journalists Syndicate to form social and legal committees to support journalists, seek their rights, and unify their ranks.

7. Providing journalists with knowledge about burnout, its causes and sources, and how to deal with and treat it.
8. Training and qualifying media professionals on how to strengthen personal traits, focusing on resilience and psychological resilience to confront and cope with crises and traumatic events.
9. Providing psychological counseling to media professionals to treat the symptoms and disorders associated with burnout and to work on correcting their assertive personality traits, including the traits and skills of psychological adjustment and adaptation, leading to community mental health.

6. FUTURE RESEARCH

It is recommended to conduct further scientific studies targeting media professionals on mental health.

It is also important to conduct a comparative study between the level of burnout among Palestinian journalists and journalists in another Arab country, taking into account the political situation and examining its impact on burnout levels.

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