

Zagazig University

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The image of Egypt as reflected in the foreign broadcasting
sites and directions of youth toward it
(An applied Study)

Thesis submitted to obtain the degree of specialization (master's) in media

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Abstract:

The study aimed to identify the treatment of Egyptian issues in foreign broadcasting sites, which contributes to forming an image of Egypt, using the survey method in both its field and analytical aspects, and relied on the ideological approach to speech analysis and the speech and questionnaire analysis form, and the research community was represented in the analytical part of the directed radio sites and the study sample was In each of the BBC radio sites, Sputnik Radio and China Radio International, and in the field segment, the research community in the Egyptian youth is represented by a random sample of 400 individual.

The study reached a number of results, the most important of which are:

The dialogue was topped by the editorial forms of work in foreign broadcasting sites directed to the study sample, and news related to Egypt to the study sample sites provided the episodes, and the reporter came to the forefront of news sources related to the image of Egypt in these sites, as well as the standard Arabic (economic) news.

The decrease in the rate of follow-up of foreign broadcasting sites directed among members of the sample, and 54.8% of the respondents expressed the reason for not following the foreign broadcasting sites as biased to the point of view of the foreign countries affiliated with them, and the (follow-up of the event immediately after it occurred) was motivated by preferences for preferring to follow the foreign broadcasting sites, and occupied programs (Talk Show) is an introduction to media templates that sample groups prefer over foreign broadcasting sites.

key words:

#Egypt #Image #foreign #broadcasting