Mansoura University
Faculty of Arts
Media Department□

The impact of interactive communication for social programs to online radio stations to address the social issues of the Egyptian youth

(Applied Study)

A Study submitted for the degree of Master of Arts Department of Media

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Dissertation Abstract

The study aims at the goal of the president to determine the impact of interactive communication for social programs for Internet radio stations to address the social issues of the Egyptian youth, As well as to identify the contents of what is offered and themes representing the Egyptian social issues, which broadcasts from radio stations over the Internet. Availability features interactive communication technology and new media in the Internet radio stations; and their impact on the treatment process for social programs .The sample is applied to withdraw the human researcher sample has 200 respondents ranged in age between (18-30 years). Was also used in the content analysis of electronic online radio stations (Radio our freedom, and our media network) under study, The analysis in the social programs offered by the electronic radio online study sample during three consecutive months starting from (1/7/2012) and ends at (1/10/2012). Among the most important findings of the study high content of social programs that would prefer respondents listen to it through the radio stations that broadcast via the Internet due to: Increase the follow-up respondents to social issues due to the clarity of the problems of social issues from the rest of other issues, for example, lack of knowledge of adequate medical care is different from the problem of not doctors to know why certain patients to increase participation in social issues as a result of broad dimensions of social issues. His most respondents for the high rates of interactive (the level of participation, and the level of dialogue, and the extent of your offer solutions and ideas and proposals, and the extent of interaction with the audience the program through Facebook,).

ملحوظة :

1. يرفق هذا النموذج بالرسالة الورقية .

2. كما ينسخ علي قرص CD الخاص بالرسالة في ملف بسمي (مستخلص)