

**Cairo University
Faculty of Media
Department of Radio and Television**

The Image of The Egyptian Society As Reflected By The Websites of Arab news
Channels and Directed in Arabic and its Relationship to The Consciousness of
Young People

A Study Submitted to Obtain PhD in Media

Submitted by
Marwa Wael Omar Ghaly

Under The Supervision of

DR./ Wessam Nasr
Assistant Professor of Radio and Television .
Faculty of Media - Cairo University .

2018 – 1439 AH

Abstract

Title Of The Study:" The Image of The Egyptian Society As Reflected By The Websites of Arab news Channels and Directed in Arabic and its Relationship to The Consciousness of Young People"

Name Of The Researcher : Marwa WAel Omar Ghaly.

Research Institution : Faculty of Information- Cairo University .

Specialization :Radio and television

Problem of the study :-

The problem lies in the following main question: "What is the image of Egyptian society as reflected in the Arab news channels' websites and in their relation to the youth's awareness of them?" .

Objectives of the study :-

Identify the features of the media image of the Egyptian society as provided by the websites of the Arabic and Arabic news channels .Stand on the features of mental image that formed the young sample of the study on the Egyptian society through exposure to the websites of Arab news channels and directed in Arabic .

Society and Study Sample:-

Analysis of the content of the Arabic news channels (Al-Arabiya- Al-Jazeera), which is directed in Arabic (RT-BBC).The researcher drew a sample of 400 researchers. The Chair relied on two forms of content analysis and questionnaire.

Results :-

The framework of the conflict in dealing with the Egyptian issues (political - economic - social) dominated the sites of the sample of the study, which indicates the increase in the frequency of violence, and the magnitude and abundance during that period. The study also found that the highest percentage of the reasons for monitoring the websites of the news channels sample study in order to know more about Egyptian political issues and problems. The study also found that the Egyptian government treated some of the issues in the study sample in Egypt to close percentages through the average of the study. The highest percentage was for the benefit of the government members who compete among themselves in media appearance. The second percentage was in favor of the government responsible for youth unemployment.

key words : Image - Perception - Youth - Websites for news channels.