

**University of Bahrain**

**Dep. Of Mass communication**

**College of Art**



**The Future of Printed Daily Press in  
the Kingdom of Bahrain  
On the Light of Electronic Media  
Competition  
(Field Study)**

A Thesis presented as part of the requirements for the Master's  
Degree in (Media)

**Prepared by  
Ghassan Yusuf Al Shehabi  
19849089**

**Supervisor  
Dr. Shuaib Abdul Moneim Al-Ghobashi  
Associate Professor  
University of Bahrain**

**Kingdom of Bahrain**

**May, 2018**

## Abstract

This study aims to identify the future of the printed daily press in the Kingdom of Bahrain on the light of electronic media competition, and to finding out the views of officials in the press institutions and employees in the Bahraini daily press for the purpose of tackling the effects of such competition.

In order to solve the problem of the study, and where the institutions could reach in future, the researcher has used the media convergence theory. The theory, which is approaching the convergence of technology in its media platforms to the point of integration, provides media messages in various forms, be it traditional or new digital, under one roof and not in isolated or separate sections of the same institution. This trend is one of the most important exits for press institutions in the near future from the decline that is experienced by the printed press, so that press remains a profession not a mean, that is present and effective in the media environment.

In order to identify the future aspects of the Bahraini daily printed press, the researcher studied the journalistic reality through the journalists themselves by taking a sample of 70 journalists, 30 journalistic writers and those working in professions that are close to the press, such as public relations. In addition he conducted 23 unofficial interviews with decision-makers and the top officials in the Bahraini press institutions.

The study concluded with a number of results, the most prominent of which is that the percentage of the reader's reliance on the printed local newspapers in obtaining information was (91%). The local news were on the top of the sample's interest (99%) as the most popular news item that attract readers. The study showed that the journalist profession in the local daily printed newspapers in Bahrain has showed that it is a significant profession in the community compared to the other media means by (93%) and that the public's confidence in the daily printed press in Bahrain is (93%).

Among the findings of the study is that the most common means for readers to interact with the topics presented in the newspaper is social media issues by a relative importance of (91.4%), followed by the digital website of the newspaper by (75.9%).