

UNIVERSITY OF BAHRAIN

College Of Arts

**Department Of Mass
Communication,
Tourism And Fine Arts**



Image of Bahraini Woman in the Daily Press of Bahrain

Analytical Study

A Thesis Submitted in Partial Fulfillment of the Requirements for the
Master Degree in Communication

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Abstract

This study is entitled “The Image of Bahraini Woman in the Daily Press of Bahrain: An Analysis Study.”

In order to understand the features of the Bahraini woman’s image, the Bahraini woman-related topics that have already been published in the daily newspapers in the Kingdom of Bahrain were analyzed through conducting a survey, which is one of the descriptive research methods. Also, two research instruments were used, which are the content analysis and the personal interviews.

The study community consisted of two daily newspapers, “Akhbar Al Khaleej” and “Alayam”. The analysis was conducted via selecting a study sample by using the method of the industry week. The study sample was about 184 newspaper issue numbers in total, with 92 issue numbers per newspaper, divided equally on a period of two years – that is the period during which the study was conducted – which were both years of 2000 and 2015, with an average of 46 newspaper issue numbers per year.

The study found that the image of the Bahraini woman, as well as women as a whole, in the Bahraini newspapers, is a positive one. The size of their presence in the newspapers was significant and frequent. Yet, sometimes they only play a marginal role. Overall, women's presence, most of the time, is limited to internal pages; with 4-6 press materials per day, and they have already covered differentiated spaces in both newspapers.

Such presence came in two main forms: either the woman herself as the subject-matter of a topic; or the woman as an event maker, for example, a producer, a creative person, an event speaker, a politician, a business woman, a woman of knowledge, a thinkerwoman, etc. On the other hand, the two daily newspapers pay less attention to those who have traditional occupations or have no jobs at all.

This study recommended that a program should be prepared and a work plan should be formulated by coordinated efforts of both the Supreme Council for Woman (SCW) and the Ministry of Information Affairs (MIA). This work plan is