Communicative role of government institutions in support of the economic empowerment of Bahraini women in accordance with the Economic Vision 2030

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

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Study Abstract

This study seeks to identify the communication role of government institutions that provide programs and activities to support the economic empowerment of Bahraini women.

The study was also to publicize the efforts of the government institutions through various channels of communication used to reach the beneficiaries category through programs and projects directed at Bahraini women, and to review the barriers in communication that prevent Bahraini women taking advantage of the level support that is available to them through the government institutions already in place.

The study relied on virtual school curriculum which was applied through in-depth interview research in the community of women entrepreneurs in the Kingdom of Bahrain. Fifteen lady entrepreneurs were selected for the study that own/or run projects of in various lines of work/business and were interviewed during the period from April 27, 2015 until July 6, 2015, as the use of rely on the media and feminist theory.

The study also shows the results of the degree of awareness among respondents of the various economic empowerment programs directed at Bahraini women. The majority of women entrepreneurs are aware of the availability of programs e.g. workshops, training courses, conferences, forums and open meetings etc. The study found the presence of multi communication channels through which beneficiaries with government institutions could obtain services or support, through a personal visit to the particular government institution to complete the requests for support, by raising documents requests online through the website, and inclusion of the application with required attachments via e-mail, or use Bmakhlchin to complete the transaction.

In spite of the presence of communication channels, the study found a lack of knowledge by some respondents of the support available at government institutions. This is partly because communication is not published on a permanent basis in the media or social networking limiting some government institutions in the delivery of news by relying on a particular contact and the omission of the different ways to reach target audiences.