Bahrain University
Faculty of Literature, Arts and Media
Department of Media

The role of the media in shaping youth attitudes towards the elections of the National Assembly in Kuwait

Thesis submitted as part of the requirements for a master's degree

By
Mohammed Khalifa Hussein Khalifa
No.
20130011

Supervision
Prof. Dr. Gamal Abdel Azim
Assistant Professor in the Department of Media, Tourism and Arts
Bahrain University

Bahrain
2018
Abstract

The media of all types and forms played a major role in influencing the societies when they put forward a number of issues and their importance. It was necessary to think about this research study to know the role played by the media in shaping the attitudes of youth towards the elections of the National Assembly in Kuwait. Influence on the attitudes of young people, identify the differences between the responses of Kuwaiti youth on the role of the media in shaping trends towards the elections of the National Assembly due to the difference in demographic variables.

The study was conducted on a sample of 390 young Kuwaiti age ranged between "21 to 40 years" in each of the five electoral districts in the State of Kuwait, and researcher used a questionnaire to measure the role of media in shaping the attitudes of young people towards elections.

The results are

✓ That the media plays a major role in shaping the attitudes of youth towards the elections of the National Assembly and that the most media is the Internet, then satellite channels, followed by the press and final followed by radio.

✓ There is a significant effect of the different sample of young Kuwaiti individuals type their opinions about the role of both (the press, satellite channels) in the formation of trends towards the National Assembly elections, while there is no effect of the different type on their views about the role of both (radio, internet).

✓ There is a significant effect of the different social situation of young people on their views about the role of the (radio, Internet) in shaping the trends towards the National Assembly elections, while there is no effect of the different social situation on their views about the role of both (press and satellite channels).

✓ There is a significant influence on the different constituencies of young people in their views on the role of (radio, press, satellite channels, the Internet) in shaping trends towards the elections of the National Assembly.

✓ There is a significant difference to the effect of both (educational level, age) for young people on their views about the role of the (press, satellite television, Internet) in shaping the trends towards the National Assembly elections, while does not have the effect of the different social situation on their views about the role of the radio.