University of Bahrain

College of Arts

Dep. of Mass communication

The role of Bahraini daily newspapers in providing the Audience with traffic information “Analytical and Field Study

A Thesis Submitted in Partial Fulfillment of the Requirements for the Master's degree in the Media

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Abstract:

The study aimed to identifying the role played by the Bahraini daily newspapers in providing the audience with traffic information, and to identify the interest of the sample in monitoring the news and traffic issues in the newspapers and the contribution of the Bahraini newspapers in developing traffic awareness among the public. The study also aimed at analyzing the contents of Gulf News and Al Watan for traffic information in terms of form and content.

The study was based on the survey method by using a survey tool distributed to the study sample of 400 Bahraini audience, and the content analysis tool was applied to (126) of Gulf News and Al Watan newspapers, plus a number of Non-regulated scientific interviews with a number of experienced.

The results of the analytical study showed that the most journalistic forms used by the newspapers are the news by (51.5%), and that the editorial objectives used by the two newspapers to supply The public with traffic information is awareness-raising by (44%), and the most traffic information that the two newspapers have focused on is information related to traffic law awareness of 2015 by (27.6%), and most of the press contents was presented to the audience in a positive direction by (62.3%).

The results of the field study showed that the most important topics that the sample preferred to read in newspapers were political subjects (53.1%). And (19.4) From the study sample always read the traffic issues. Bahraini newspapers were found to contribute to the development of traffic awareness by (74.25%), and the sample trends towards traffic issues in the newspapers were positive and obtained relative importance (79.41%), and newspapers satisfy the public's need for traffic information at (74.25%), showing that the sample's satisfaction with Traffic awareness in the press was moderate, with relative importance (69.8%), and a positive correlation and statistically significant correlation between public reading of Bahraini newspapers and their interest in following up on news and traffic issues in these newspapers (R = 0.173), a positive correlation and a statistically function Public interest in the follow-up of news and traffic issues in the press and its satisfaction with the awareness of traffic cases in these newspapers (R = 0.252).

Based on the results, the study recommends that traffic topics be published in the newspapers in a way that attracts the attention of the reader, giving the space to display the traffic topics in the press, in addition to issuing special Appendix on traffic