The American University in Cairo
School Global Affairs and Public Policy

The Effect of the Television Viewership on Self-image and Perception of the Upper Egyptians among the Cairenes

A thesis submitted to

Department of Journalism and Mass Communication

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Abstract

Purpose: This study examines the effect of the Egyptian television viewership on self-image and perception of the upper Egyptians among the Cairenes. Two interrelated theories involving such perceptions, the cultivation theory, and the schema theory. The study's main hypotheses were that, H1: the Cairene heavy television viewers are more likely than the light viewers to perceive the upper Egyptians in a negative way. H2: The interpersonal communication between Cairo residents and Upper Egyptian affects the perception of the Cairenes, (and lessens the effect of cultivation), and H3: The Upper Egyptians are more likely than the Cairenes to have a positive perception of their self-image. Findings: the data collected shows that there is no significant difference between the heavy viewers and light viewers in terms of their perception of the Upper Egyptians as both perceive them negatively. Additionally, the interpersonal communication between the Cairenes and Upper Egyptians has not significantly affected their perception. The third hypothesis was supported, as the data shows as the Upper Egyptians perceive themselves positively.
Dedication

To the soul of my ever dearest Geddo Dr. Amin Abulla who passed away before I finished. He was the perfect model of the academic professor. I really miss his smile, advice, and love …

May his soul rest in peace…
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IRB approval

Questionnaire (Arabic version)

Questionnaire (English version)