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The Impact of Egyptian Sports Talk Shows on Audience Perceptions of the Port Said Massacre

A thesis submitted to
Department of Journalism and Mass Communication

In partial fulfillment of the requirements for (the degree of Master of Journalism and Mass Communication)

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May, 2013
ABSTRACT

This study examines the impact of Egyptian sports talk shows on audience perceptions of the Port Said massacre. Two consistent theories involve such perceptions: the media framing theory, and the media dependency theory. The study's main hypotheses were: H1: The more audiences watched Sports talk shows throughout the incidents, the more they perceived Port Said residents as the perpetrators of the incidents. H2: Audiences who consider sports talk shows a credible source of information are more likely than other audiences to believe that Port Said residents are the perpetrators of the incidents. Findings: the data collected shows that there is a significant difference between heavy viewers and light viewers in terms of their perception of Port Said residents’ involvement in the Port Said incidents. Additionally, the second hypothesis was rejected, as the data shows that there is no relation between sports talk shows credibility and people’s perceptions of the Port Said residents’ involvement in Port Said incidents.
DEDICATION

To my beloved dad Ibrahim Abdel Rahman Alduaij who changed my life more than I could have asked for. Thank you, Dad, for everything you have done for me. Words cannot express how grateful I am.

I will always love you
ACKNOWLEDGMENTS

Receiving my master’s degree was a challenge for me to go through. First, I thank God for guiding me through all these difficulties. Special thanks to my family; without their support, I would not have completed this study successfully. I am especially grateful to my mother who encouraged me all the time and took good care of my daughter for me as I studies and carried out the research. Thank you for all of the sacrifices that you’ve made on my behalf, mum. Your prayer for me was what sustained me thus far. I love you so much.

I’d like to express my special appreciation and thanks to my inspirational adviser, Dr. Rasha Abdullah, who offered support during all the stages of this study. I really appreciate your effort and feedback in advising me for my thesis study. You taught me how to be perfect in my work and how to do my best and never give up. May God bless you and make all your wishes come true.

I’d also like to thank my readers: Dr. Mohamed Almasry, Dr. Marwa Mutafy for giving me their time and effort in reading and commenting on my thesis.

Special thanks are dedicated to my beloved husband, Dr. Shady Samir, and my lovely daughter, Jana, for their tolerance and support for me during such hard times. I love you from the bottom of my heart. You are a God-given gift.

A special thanks to my parents-in-law. Thank you for your support and encouragement throughout this experience.

I am so grateful to my lovely& best friend, Dina, for her help and support to me and for precious memories :). Thank you, Diza, for being always there for me. I’d like also to thank my beloved sister, Amira, for her love and prayers for me. Thank you, Amira, for being you.
Thanks to Mr. Amr El Sayed, Research and Training Officer at the Social Research Center at AUC, for guidance in the statistical analysis. I also thank my brothers Hazem and Hussein, and my brothers-in-law, Ahmed and Ramy, for distributing some of the survey questionnaires. I am also grateful to all the other people whose names may be forgotten.
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Questionnaire (Arabic Version)

Questionnaire (English Version)