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بِسْمِ اللّٰهِ الرَّحْمٰنِ الرَّحِیْمِ

إهداء

إلى من قصرت في واجبي تجاههم، إلى من

منحوني صبرهم ودعواتهم، أهدى هذا

البحث ..

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Gilberg

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.( Gilberg,1980:584\_ 588 )

Wanta

( Wanta,1989:537\_ 541 )

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Mccargo

.( Mccargo,1999: 29 )

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.( Denis,2000:110\_128)

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James Larsen

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William Rugh



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Agenda Setting Research

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David Weaver

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.( David,1991:35,68)

Patterson

McClure

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.(Robert,1976:23\_28)

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.( Holli,2000:93\_107)

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Wilkins

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(Wilkins,2000:569)

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Alexis S.Tan

.(Alexis,1983:126\_133)

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Lomax Cook . et al

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.(Lomax,1983:16,35)

James R.Walker

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.(James,1988:747\_750)

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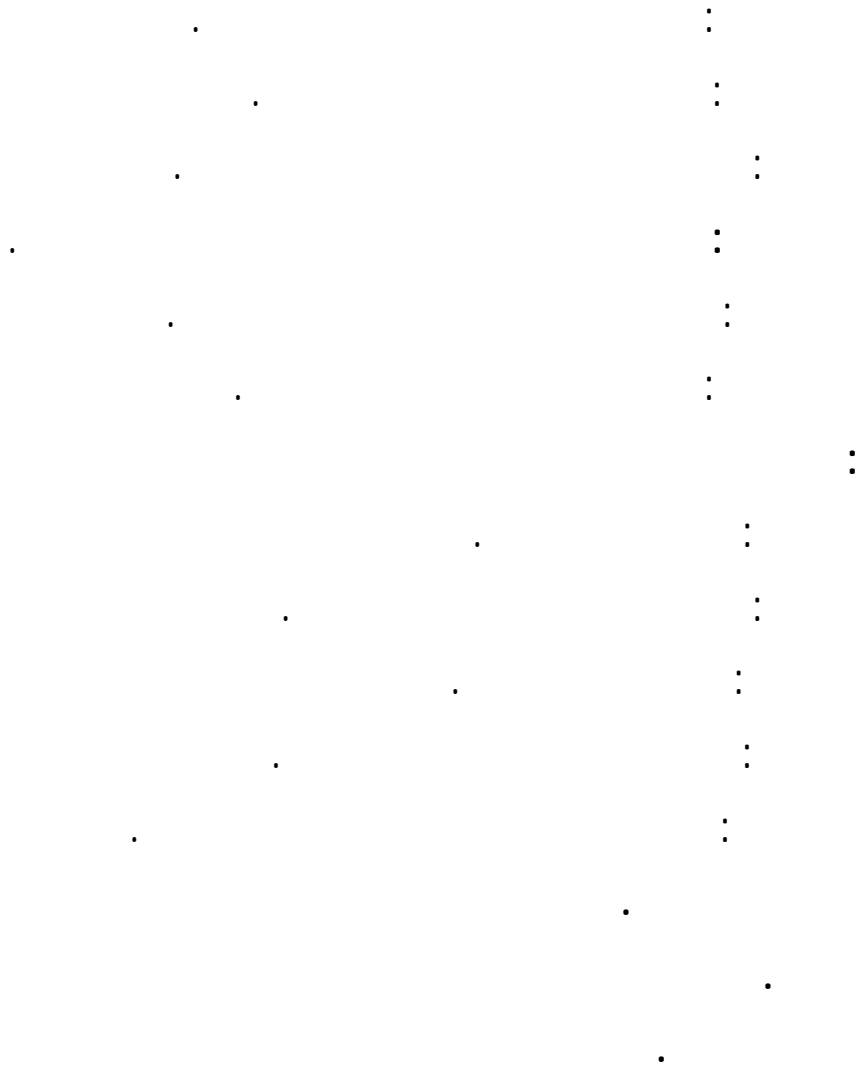


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**Schudson**

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**J. Medow**

(Brian,1999:4)

**McNair**

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.(Ibid, 1999: 4)

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:(James, 1981: 39, 65)

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.(Jack,1981:67,99)

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(Robert,1981:101,119)

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(David,1981:169,191)

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**Lucian bye**

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**Laswell**

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**Kraus & Davis**

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Wright,1975

**Intra personal communication**

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(Mead,1934:138)

### **Interpersonal Communication**

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**Group Communication**

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**Mass Communication**

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**Interactive Communication**

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## **Communication Interactive**

### **Upward Communication**

## **Downward Communication**

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## **Horizontal Communication**

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(Lasswell, 1977: 84,99)

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(Lazarsfeld, 1977: 554,578)

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(Alexi,1985:70)

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.(Becker,1996:36)

.(Graber,1997:11)

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.(Graber,1997:219)



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.(Newman,2004:18)

.(Joep,2002:196)

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(Peter,1982:186)

.(Savigny,2002:3,4)

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.(Newman,2004 : 21)

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.(Dennis,2002: 10,14)

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.(Savigny,2002: 2)

.(Graber,1997: 3)

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.(Newman,2004:1)

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.(Graber,1997 :4)

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(Nimmo,1981:198,209)

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.(wimmer, 2003: 5,8)

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**Magic Bullet Theory**

**Mass Society**

**Limited Effects**

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.(Defeur&Rokeach,1989:315)"

.(Elizabeth,1983:157\_165)

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.( Samuel, 1983: 383 )

**Lasswell**

.(Lasswell,1927:221)

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.(Samuel,1983: 383)

## **Dependency Theory**

.Defleur&Rokeach

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.(Little, 1983: 291)

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## Uses & Gratifications

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**Tagq** .(Levy,1984:63)

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.(Johnstone, 1974: 35, 1984:63)

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**Kippex**

.(Kippax,1980:335,360)

**Palmgreen**

.(Palmgreen,1981:451,478)

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## Agenda Stting

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**McCombs & Show**

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**Lazarsfeld**

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.( Mcquail&Windahl,1981:62)

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.(Marcus & Maxell, 1996:8)

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Agenda building

Frame

.(Joseph,1996:543\_544)

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Cognitive priming

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### Knowledge Gap

### Tichenor&Olien

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**Hyman&Sheatsly**

**Robinson**



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## **SPIRAL OF SILENCE**

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Noele Neumann

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**Neumann**

.(Dietram,1999:30)

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.( Carroll, 1997: 452,463)

(Jacob,1995:24,53)

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.(Swanson , 2000: 2)

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(Ralf, 1971: 327)

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(David,1996:8)

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.(Swanson, 2000: 2)

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.(Swanson, 2000: 3)

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.(Hafez,2002:123)

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.(Savigny, 2002:5)



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.(Xigen, 1998: 355 )

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(Savigny,2002:7)

(Stamoulis,2004:50)

. (Ibid :51)

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.(Daniel,n.d:331) (

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.(Conway,1985:20\_21)

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(Jason,1986:406)

**Raymond Katzell**

(Bruce,1981:35)

(Conway,1985:22\_23)

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## **Public Diplomacy**

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**CNN**

.(Hafez,2002:121)

: (Ibid,:121\_122)

Globalization

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.(Ayish, 2002: 138)

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.( Ibid:138 )

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(Ayish,2002:139,142)

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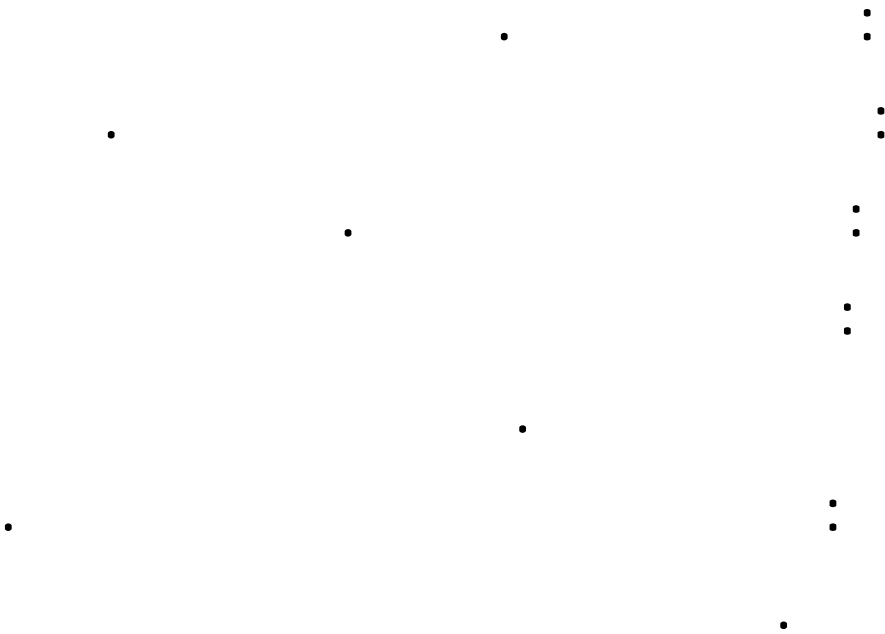
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<i>Statistical Package for the Social Sciences :</i>		<i>SPSS</i>
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		-
<i>Pearson Correlation Coefficient</i>		-
<i>Interval Or</i>		
		<i>.Ratio</i>
<i>Spearman Correlation Coefficient</i>		-
<i>.Ordinal</i>		
<i>Independent-Samples T-Test</i>	( )	-
<i>.Interval Or Ratio</i>		
<i>Oneway Analysis of Variance</i>		-
	<i>ANOVA</i>	
	<i>. (Interval Or Ratio)</i>	
<i>LSD: Least</i>	<i>Post Hoc Tests</i>	-
	<i>Significance Difference</i>	
	<i>ANOVA</i>	
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67,12	1639	90,9	091	
32,88	8.3	4,1	20	
100	2442	100	716	

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%		%		
84.20	465842.85	,		
10	55353.5	,		
2.19	12119.2	,		
1.48	8208	,		
0.60	3315	,		
0.56	3097.7	,		
0.50	2792.88	,		
0.45	2510	,		
100	553239.13			*

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23.22		,		
16.88		,		
8.35		,		
6.59		,		
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2.18		,		
100				*

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%		%		
13.5	73732.98	,		
13.5	73731.10	,		
13.4	72688.55	,		
11.2	61165.30	,		
7.7	42168.80	,		
6.0	32857.80	,		
4.3	23639.50	,		
3.2	17175	,		
3.1	16710	,		
3.0	16507.50	,		
2.4	12975.50	,		
2.4	12887.30	,		
2.3	12613	,		
2.2	12124.50	,		
1.7	9135.40	,		
1.6	8726.50	,		
1.5	8155.40	,		
1.4	7546	,		
1.2	6423	,		
,	4909	,		
0.7	3732	,		
2.7	14851.70	,		
100	544455.83			

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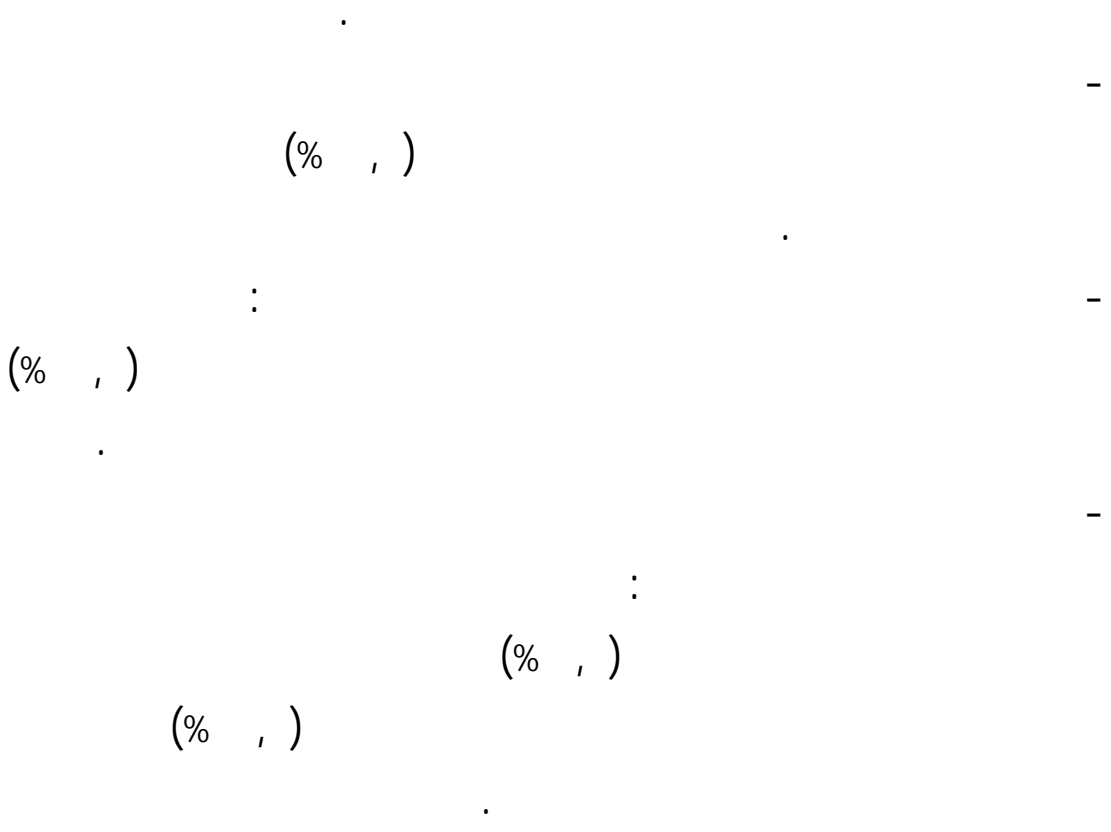
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12.9		14.0		
9.9	242	10.4		
9.9		6.7		
8.6	210	5.5		
7.4	182	6.7		
7.0	172	7.6		
6.6	160	,		
6.4	156	2.9		
4.0	98	10.1		
3.2	78	,		
1.4	35	,		
1.4	35	3.1		
1.4	34	4.4		
1.2	29	4.9		
0.9	23	2.1		
0.5	11	1.6		
17.2	420	,		
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52.9	288071.53	,		
47.1	256384.30	,		
100	544455.83			

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62.3		,		
37.7		,		
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%		%		
60.5	329187.48	,		
23.4	127287.55	,		
7.5	40660.10	,		
5.3	28747.70	,		
3.4		,		
100	,			

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78.5		,		
8.5		,		
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1.2		,		
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30.8		,		
18.5		,		
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50.47	278479.33	,	5574	
27.34	150870.4	,	2351	
9.70	53539.8	,	883	
4.66	25712.2	,	255	
1.83	10090.7	,	120	
1.75	9647.8	,	148	
1.74	9617	,	98	
1.39	7668	,	88	
0.82	4512	,	80	
0.30	1683.5	,	20	
100	551820.73		9617	*

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25.72		,		

13.37		,		
13.35		6.9	74	
12.01		2.8		
9.13		4.4		
8.87		26.9		
6.88		2.9		
4.68		0.7	8	
4.23		1.8		
1.72		1.7		
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100	544455.83			

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78.9				
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1.291	3.52	
1.251	3.22	
1.133	3.09	
1.295	3.04	
1.148	2.97	
1.289	2.82	
1.110	2.68	
1.031	2.68	
1.103	2.64	
1.162	2.36	
1.245	2.30	
1.206	2.25	

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(Wenner,1985:176)

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506	6	64	83	172	135	46		
100	1.2	12.6	16.4	34	26.7	9.1	%	
506	4	64	111	173	112	42		
100	0.8	12.6	21.9	34.2	22.1	8.3	%	
506	8	28	68	177	167	58		
100	1.6	5.5	13.4	35	33	11.5	%	
506	12	33	63	172	145	81		
100	2.4	6.5	12.5	34	28.7	16	%	
506	14	32	77	161	146	76		

100	2.8	6.3	15.2	31.8	28.9	15	%	
506	14	30	48	126	151	137		
100	2.8	5.9	9.5	24.9	29.8	27.1	%	
506	11	152	108	125	66	44		
100	2.2	30	21.3	24.7	13	8.7	%	
506	8	98	108	154	83	55		
100	1.6	19.4	21.3	30.4	16.4	10.9	%	
506	14	91	82	139	114	66		
100	2.8	18	16.2	27.5	22.5	13	%	
506	14	72	66	142	123	89		
100	2.8	14.2	13	28.1	24.3	17.6	%	
506	17	34	40	107	141	167		
100	3.4	6.7	7.9	21.1	27.9	33	%	
506	13	45	37	96	157	158		
100	2.6	8.9	7.3	19	31	31.2	%	

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22.8	153	
19.4	130	
13.9	93	
9.3	62	
7.8	52	
7	47	
6.7	45	
6	40	
5.4	36	

1.8	12	
100	*670	

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1.146	3.72	
1.159	3.37	
1.431	3.04	
1.218	2.91	
1.051	2.89	
1.126	2.74	
1.235	2.64	
1.161	2.47	-
1.339	2.47	
1.172	2.44	
1.293	2.14	
1.211	2.04	

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506	2	32	60	143	149	120		-
100	0.4	6.3	11.9	28.3	29.4	23.7	%	
506	3	149	166	116	43	29		
100	0.6	29.4	32.8	22.9	8.5	5.7	%	
506	5	41	87	114	83	176		
100	1	8.1	17.2	22.5	16.4	34.8	%	
506	2	95	147	148	79	35		
100	0.4	18.8	29.1	29.2	15.6	6.9	%	
506	6	25	71	140	129	135		
100	1.2	4.9	14	27.7	25.5	26.7	%	
506	4	31	92	176	119	84		
100	0.8	6.1	18.2	34.8	23.5	16.6	%	
506	5	18	60	88	91	244		
100	1	3.6	11.9	17.4	18	48.2	%	
506	3	39	95	129	127	113		
100	0.6	7.7	18.8	25.5	25.1	22.3	%	
506	3	54	111	156	102	80		
100	0.6	10.7	21.9	30.8	20.2	15.8	%	
506	8	29	68	77	93	231		
100	1.6	5.7	13.4	15.2	18.4	45.7	%	
506	3	102	106	114	70	111		
100	0.6	20.2	20.9	22.5	13.8	21.9	%	
506	5	33	105	186	129	48		
100	1	6.5	20.8	36.8	25.5	9.5	%	

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506	9	90	128	127	79	73		
100	1.8	17.8	25.3	25.1	15.6	14.4	%	
506	6	85	118	110	105	82		
100	1.2	16.8	23.3	21.7	20.8	16.2	%	
506	7	58	124	150	103	64		
100	1.4	11.5	24.5	29.6	20.4	12.6	%	
506	12	47	98	151	115	83		
100	2.4	9.3	19.4	29.8	22.7	16.4	%	
506	7	48	103	119	115	114		
100	1.4	9.5	20.4	23.5	22.7	22.5	%	
506	9	51	93	115	92	146		
100	1.8	10.1	18.4	22.7	18.2	28.9	%	
506	7	29	67	122	136	145		
100	1.4	5.7	13.2	24.1	26.9	28.7	%	
506	12	25	46	111	132	180		
100	2.4	4.9	9.1	21.9	26.1	35.6	%	
	10	25	46	99	117	29		
	2	4.9	9.1	19.6	23.1	41.3	%	

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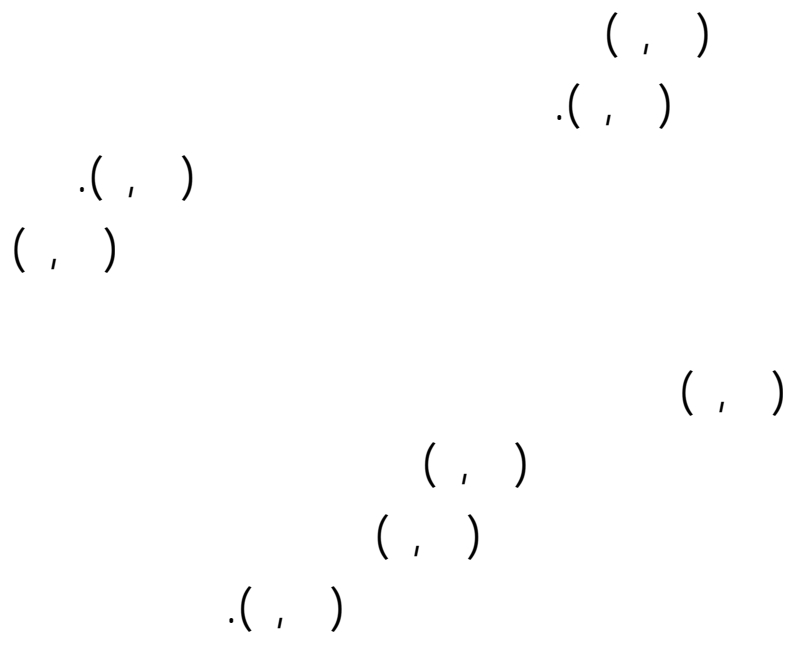
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506	8	170	112	102	59	55		
100	1.6	33.6	22.1	20.2	11.7	10.9	%	
506	13	139	113	119	55	67		
100	2.6	27.5	22.3	23.5	10.9	13.2	%	
506	5							
100	1.0	,	,	,	,	.	%	
506	10	36	68	91	107			
100	2	7.1	13.4	18	21.1	38.3	%	
506	9	28	53	97	142	177		
100	1.8	5.5	10.5	19.2	28.1	35	%	
506	10	18	35	77	152	214		
100	2	3.6	6.9	15.2	30	42.3	%	
506	11	11	30	59	122	273		
100	2.2	2.2	5.9	11.7	24.1	54	%	
506	11	9	36	51	109	290		
100	2.2	1.8	7.1	10.1	21.5	57.3	%	

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50.6	256	
5.9	30	
37	187	
5.5	28	
1	5	
100	506	

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1.123	3.70	
1.312	3.64	
1.352	3.46	
1.321	2.36	

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1.309	3.81	
1.137	3.69	
1.387	3.44	
1.373	2.39	

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506	10	165	140	89	51	51		
100	2	32.6	27.7	17.6	10.1	10.1	%	
506	15	134	145	91	55	66		
100	3	26.5	28.7	18	10.9	13	%	
506	30	30	82	103	73	188		
100	5.9	5.9	16.2	20.4	14.4	37.2	%	
506	18	129	183	105	43	28		
100	3.6	25.5	36.2	20.8	8.5	5.5	%	

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506	15	145	125	89				
100	3	28.7	24.7	17.6	,	,	%	
506	18	199	129	72	42			
100	3.6	39.3	25.5	14.2	8.3	,	%	
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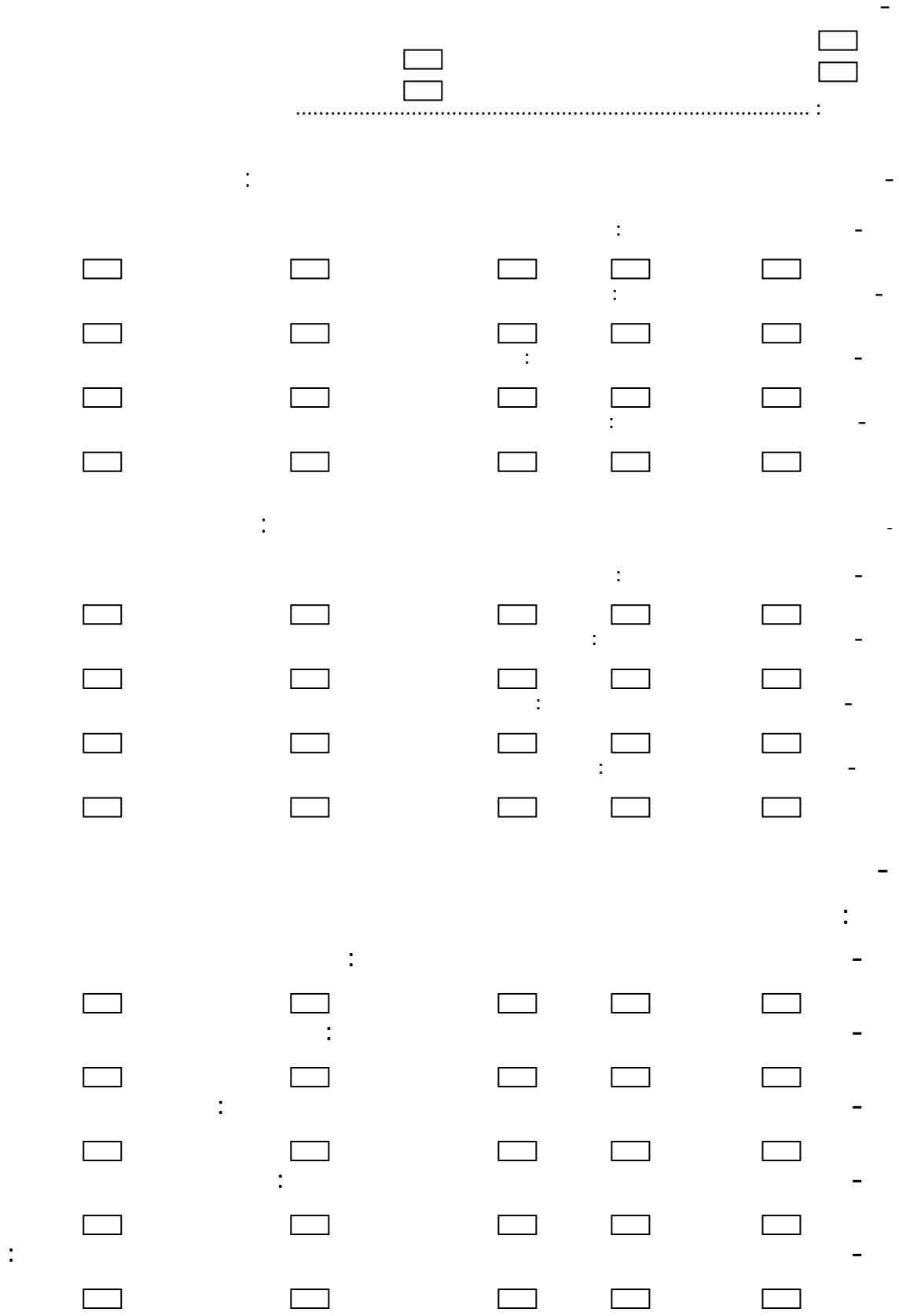
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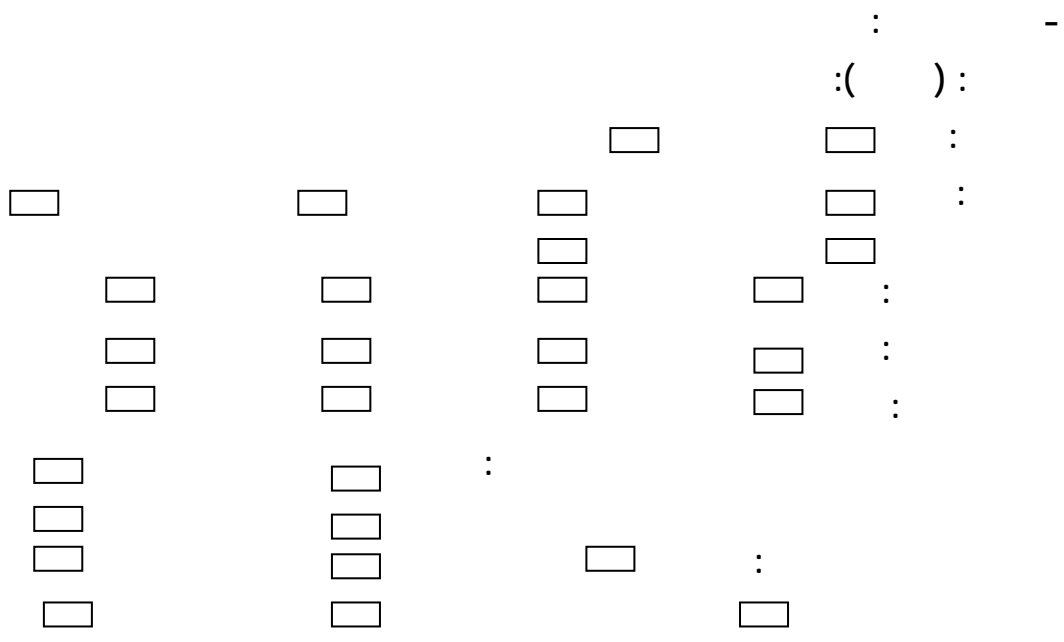
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## **Conclusion:-**

The nature of the existing connection between the political regime of the State and other forces represented by the members of the society is one of the significant criteria in assessing the level of political stability, and the ability of the political regime itself to achieve the goals of the society. With the development of the latest political regimes, the political power has not been as the only influential power, but also, the public opinion has appeared to be as an important element to be considered when taking decisions, and when determining the public policies of the society. All these matters could not be achieved without existence of an effective communicative media system that may reflect the political and social structure of the society, and that may play an axial role in briefing the public, setting the bridges of communication to exchanging the information between the political decisions makers and the public, for the sake of finding solutions, and promoting the performance level of the governmental bodies and members of the society in all fields.

As the concept, freedom of communication and role of media is different from one political regime to another. The political regime in the Kingdom of Saudi Arabia is considered to be as a special case among the existing political regimes in terms of adopting the Islamic Laws (Sharia) as the source of all authorities. Also Islamic Laws are considered to be the ideological reference that represent the general frame of the policies inside the society. This indicates that this regime is different from the other political regimes in the world, whose ideological frames are based on human-made concepts and theories.

The case of the study has been limited to the following:-

- 1- Knowing the nature of political content of the mass media in the Kingdom of Saudi Arabia and its sources.
- 2- Knowing the nature of political issues and views of the public and its relation with the Saudi communication media.
- 3- Knowing to what extent the Saudi media meet the political concerns of the public and the influential factors.

The first chapter has been specified for the theoretical part of the study. The first section of the first chapter contains an introduction and four researching points. The introduction of the study handles the theoretical approaches for studying political communication since the emersion of the first humanitarian groupings, and its connection with the social and political structure of the individual, and his interaction with his political environment. We can say that the political thought from the old Greek era until the end of the middle ages, has got so many characteristics such as: Focusing only on the peak of the political regime; not taking care of the political communication between the State and members of society; the impressive methodology is dominant studying the political issues and related to the philosophic theorization or speculation. With the beginning of the renaissance era, a new phase started in the social and

political thought via some views presented by philosophers that reflected the social political, and cognitive changes in Europe. These changes were based on the principles of democracy, liberty, and equality.

The first chapter of the study handles the levels of the political communication in terms of the number of participants, and the official dealing of the communication channels. The official communication means that, communication organizations should be governmental or semi-governmental organizations. The important non-governmental means of communication is the political parties, or lobby groups. This matter includes pursuer groups, such as personal contacts, meetings and social occasions. Also, the political rumors are the most dangerous type of non-governmental means of communication.

The second researching part of the study handles the prominent traditional and modern trends that determine functions of communication. The study quoted the modern researches and scientific theories that determine the political functions of communication.

Functions of communication are as follows: news task, political nurturing, political marketing, impact on the trends of public opinion, censorship on government, helping in making decisions, supporting the legality of the political regime, ascertaining the patriotic identity, and handling the political conflicts.

The second researching part of the study indicated the functions of political addressing via the media, impact of political regime on nature of functions of communicative system by discussing the traditional media theories, such as theory of authority, authority of freedom, authority of social liability, Soviet or Socialist theory, developmental theory, theory of democratic participation, and Islamic vision.

The third researching part of the study handles the theories of political impact of the mass media and its trends. This part manifested the important theories that try to explain the political impacts of media means such as the dependency theory, theory of uses & gratifications theory of agenda setting, theory of knowledge gap and theory of spiral of silence.

The fourth researching part of the study handles the influential factors on the political communication. The said factors include: First, the characteristics of political regime, including the political systems that determine the frame of relation between the media and authority from one side, and between the media and members of society on the other side. Also, the factors include the political climate prevailing in the society, which represents the view of the vision of authority for the role of citizen and how far the public and factional organizations as well as the various parliamentary councils are available. Also, it includes the vision of authority about the media system. Secondly, the nature of media system as one of the basic components of the existing political authority of State.

This media system is subject to a set of factors and pressures such as regulations, and licenses of issuance, intellectual property law that maintains the rights and freedom as well as the rules organizing the media institutions. This is

in addition to the sources of finance, style of administrative and organizational thought. This factor also contains the reporting policy trends of media means, qualifications of those working in the media, political uses of internet which is considered as a force commensurate to the ability of the traditional means in connection with arranging the priorities of modern public. Thirdly, social, economic and cultural factors, whereas the ideologies represent the basis of public principles of the countries' policies. This is in addition to the values, traditions and customs prevailing in the society. Also, the raising of the individual's income, number of population and practical experiences help in increasing the participation in the social and political activities.

Fourth, external factors, such as the informative revolution. The informative revolution is the basis on which the globalization's goal is based. The goal of the globalization is to remove the barriers and borders between the societies. The reflections of the technological revolution that covers all phases of media and communication link, have deteriorated because of the State's role. Other groupings have appeared and formulated the regional or local organizations and groupings.

The second section of the theoretical base of the study handles the political communication in the Kingdom of Saudi Arabia. The second section contains three parts. The first part focuses on the characteristics of the Saudi society and its relation to the political communication. The said characteristics are as follows: First the Saudi history, which is deeply rooted in the past, is a reflection of the originality of the Islamic Arab past. Second, the absence of the negative colonial influences on the social, political and religious environment of Saudi Arabia. Third, is the social melting and interaction which differentiates the Saudi society from other societies.

Fourth is the religious harmony in the Kingdom of Saudi Arabia, which is represented in the Islamic religion as the only source of legislation. Fifth, is the cohesion or adherence between the political leadership and the public as well as the easy political communication between the peak and bottom – known as the open door policy. This open door policy is an ancient practice of Rule Traditions in Islam and a support to the Rule in the Kingdom of Saudi Arabia. Sixth, the behaviors of normal consultation which is regularly and continuously conducted between the leaders and those educated citizens who have wide knowledge and experience.

The second researching part of the study also handles the relation between the political regime and the media. The said relation had four phases such as follows:- Phase of communication and political regime before the emersion of Saudi media means. The available communication means were primitive and being used since many centuries ago. The philosophy of communication for the unifier of the Kingdom of Saudi Arabia late King Abdulaziz, was based on the direct contact with the people and adopting the open door policy, as a practice for the political communication with the members of the society, even after the introduction of the media. This type of direct public contact, was the first



effective media means being used by the late King for disseminating his policies. The second phase is the political regime's role in establishing the media system. The political regime is keen on establishing media institutions, as this matter being adopted for other economic, social and political institutions. Um AL-Qura newspaper is considered as the first official newspaper being issued in the Saudi Era by the year 1924. The phase for institutionalizing the media has come to change the political trends and features that had been steering the media at the beginning, when the media was looked as general and comprehensive, via formulating the media policy and enacting the regulations organizing the media work. Then after this came the phase of media openness and its influence on the connection between the political regime and media system. The period of nineties of the previous century was characterized by not only the emersion of the cross-borders transmission, or public abandoning the local media but also by the emersion of new styles of political communication. The said period witnessed a tremendous media development at the local, regional and international level.

The third part of the study handles the connection between the media and Saudi public, which is based on a group of principles and basics that are related to the religious values and prevailing social cultural traditions. Also this part shows the development of the public consumption for the Saudi media that has witnessed many developments in terms of adopting the international changes and supporting the public freedom. Some developments are in terms of the political reform policy and tendency towards the transparency and public channels participation, increasing the opportunities of expression and discussing the issues through the awareness space being provided for the members of the Saudi society.

The Second Chapter has been specified for the results of the field analytic study. This Second Chapter contains five sections. In the first section, the systematic procedures of the study were reviewed. The systematic procedures contain the type of study, its methodology, information tools of data collection, sample of the study, performing the credibility test, geographical and time frame of the study samples, and the statistical processing of the data.

The researcher uses in this study the survey and analytic method. A sample of 506 people was surveyed. Also, the content of media sample was analyzed, including the newspapers and television.

In the second, third and fourth sections the results of the field analytic study had been explained and discussed. The fifth section has been specified for the replying the questions of the study and discussing its results.

Results of the analytic study show a relative harmony and compatibility in the goals which the political content of the Saudi media tries to achieve. Also, results show a consensus over the issues addressed by the television and newspapers. Results of the study revealed how far the Saudi media depends on its local sources in obtaining the political knowledge by 78% for the television, and by 60.5% for the newspapers. The results show the participation of the

government officials in the discussion of the political issues by more percentage than the percentage of the public's participation.

Concerning the results of the field study, they indicated that the important goals which the public tries to achieve are of local nature. The results show that the local issues are topping the list of public issues. This matter indicates that the local public concerns are dominating the scene.

On the other hand, the Arab satellite television channels have topped the list of the political knowledge of the public, followed by the newspapers, internet, and personal contact that had outperformed the Saudi media such as television and magazine. In connection with the order of the local media as seen by the public, the newspapers come first and then followed by the broadcasting, television and magazines.

Results of the study also show decrees in the role played by the Saudi media in providing preliminary information taken by the political regime before being issued, and in taking part in making the local decisions related to the political regime. The Saudi media contribute in disseminating the political knowledge at the local level more than at the external level. Despite this matter, the public has no sufficient confidence in the political content presented by the media.

Results show existence of a statistical link between two of the demographic variables of the study sample, and between the reliance on the Saudi media in obtaining the political knowledge. These two variables are as follows: the variable of the number of people traveling abroad and the variable of the monthly income.

Finally, results revealed that there is a statistical significance between the confidence in the content of the Saudi media and type of issues & personal contact, and between the reliance of the public on the Saudi media in obtaining the political knowledge.



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