

GS 434 MASS MEDIA & SOCIETY



09: History and Development of Mass Media in the Middle East

OBJECTIVES



- ❖ Middle Eastern Media
- ❖ History of Middle Eastern Media
- ❖ Recent Trends in Middle Eastern Media
- ❖ Internet usage, digital media apps, social media, and e-commerce in the Middle East

MIDDLE EASTERN MEDIA

- ❑ Middle Eastern media is derived from Arab culture and contains the content, organizations, and journalists surrounding Arab culture and people, both historically and currently.
- ❑ The Middle Eastern media is both privately-owned and government-owned.
- ❑ Some foreign media also have special outlets for the Middle East (or for the whole Arab region); e.g. BBC Arabic.
- ❑ In Saudi Arabia, most newspapers are privately owned but are subsidized and regulated by the government in Saudi Arabia.



HISTORY OF MIDDLE EASTERN MEDIA

- ❑ Arabic media, as an idea, is believed to have begun with the production of poetry in the Arabic language centuries ago which was regarded as the main source of communication among people.
- ❑ Muslim scholars in the Middle East started writing books on various topics with the advent of Islam in the region.
- ❑ Some newspapers started publishing in the Middle East in the Turkish language during Ottoman era.



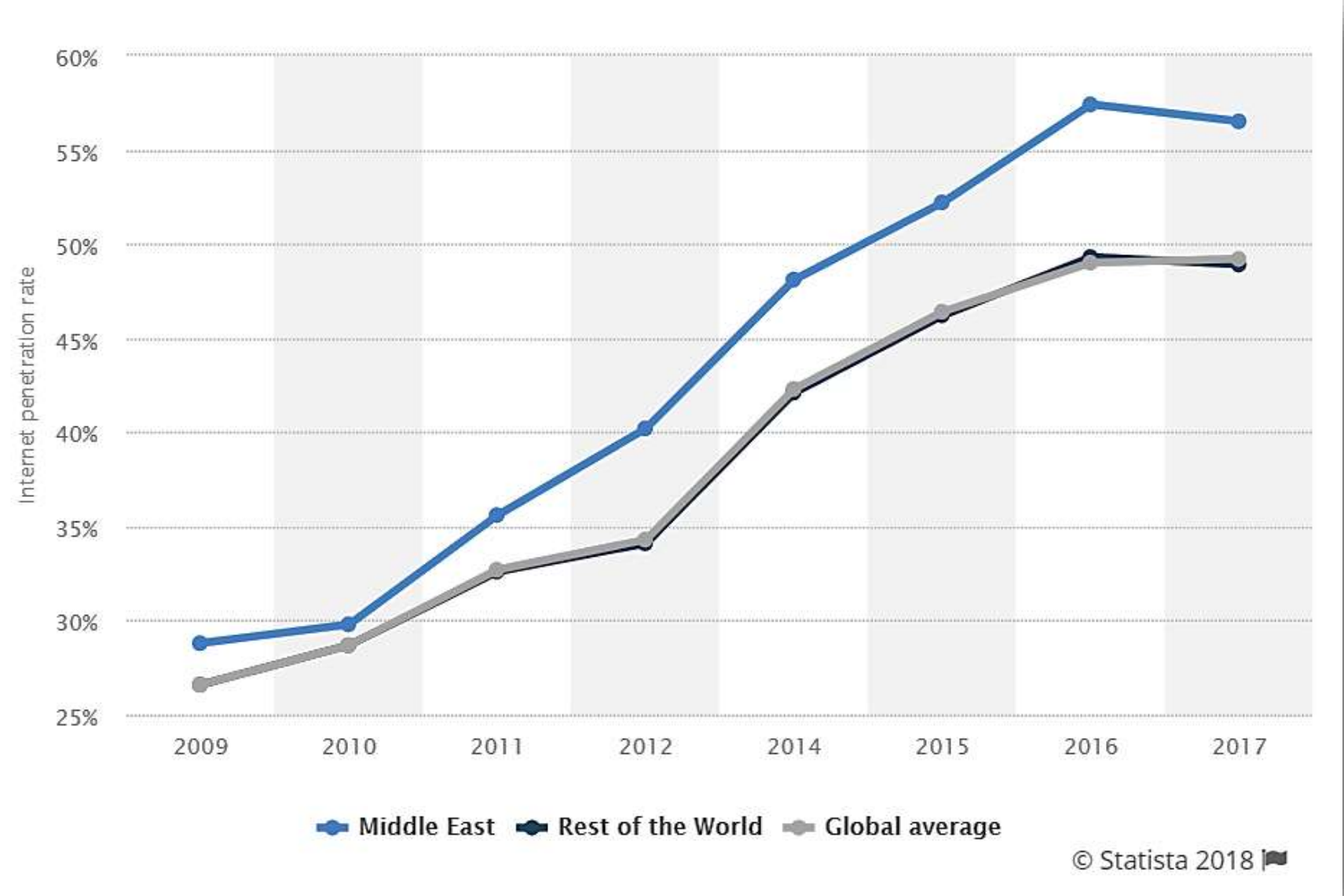
- ❑ The first private newspaper written solely in Arabic, *Mir'at al-ahwal*, was founded by a Syrian poet, Rizqallah Hassan, in 1855.
- ❑ The first journals in the Arabian Peninsula appeared in Hijaz, after the end of Ottoman rule. When the region came under the rule of Saudi Arabia, one of these Hijazi journals, *Umm al-Qura* (Mother of the Towns), became the official gazette of Saudi Arabia.
- ❑ Two other daily newspapers appeared in the 1930s: *Sawt al-Hijaz* (Voice of the Hijaz) and *al-Madina al-Munawwara* (The Radiant City); their publication ceased during World War II but they both reappeared in Jeddah in 1946 and 1947 respectively, the first having been renamed *al-Bilad al-Su'udiyya*.
- ❑ As the development of the printing press began, the media landscape changed dramatically with the integration of mass media organizations and newspapers.

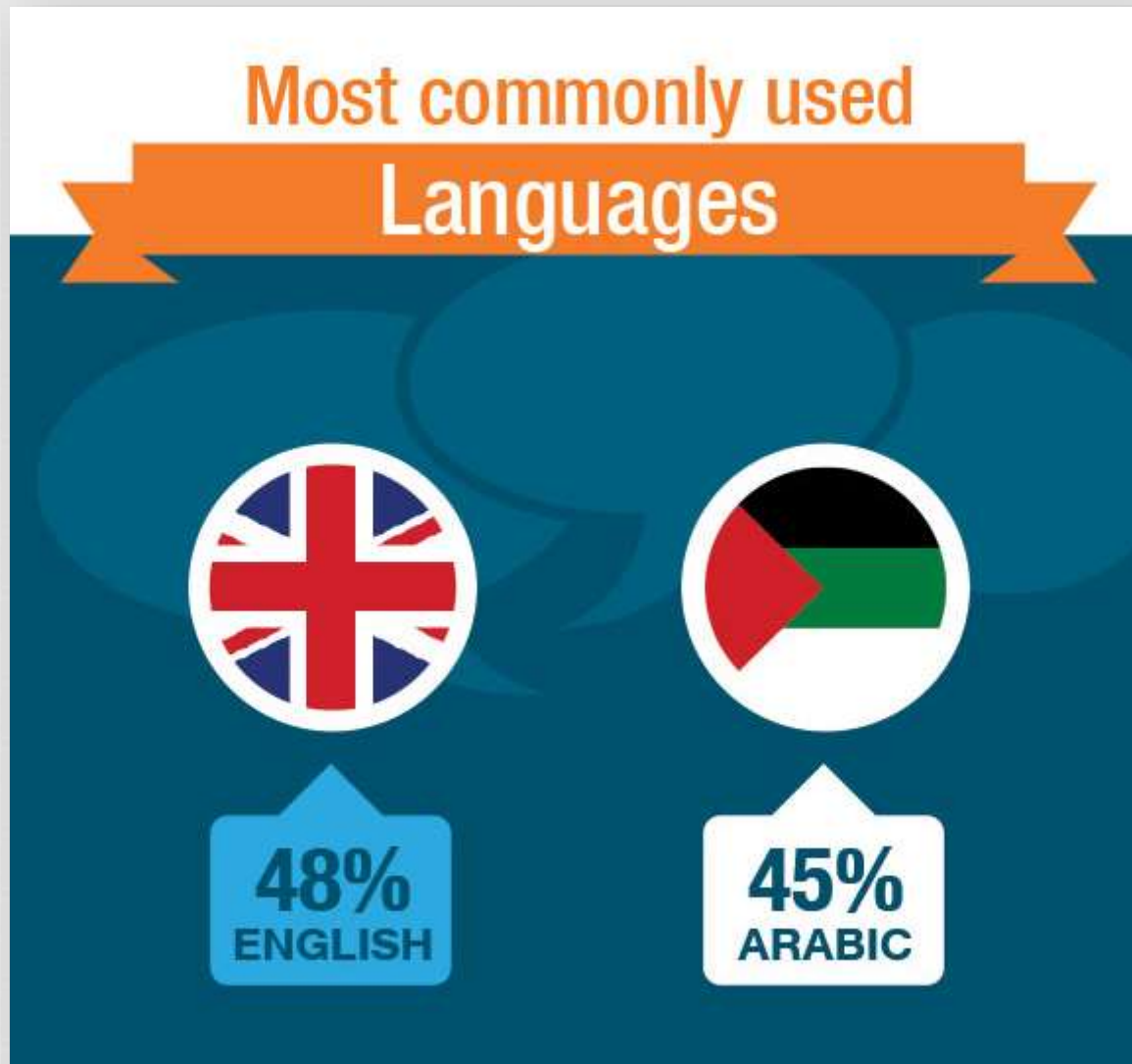
RECENT TRENDS IN MIDDLE EASTERN MEDIA

- ❑ Saudi Arabia has also started building cinemas as part of Vision 2030.
- ❑ Saudi Arabia has a high rate of smartphones ownership. As of 2013, it has more than half of all active Twitter users in the Arab region and the highest per-capita YouTube use of any country in the world.

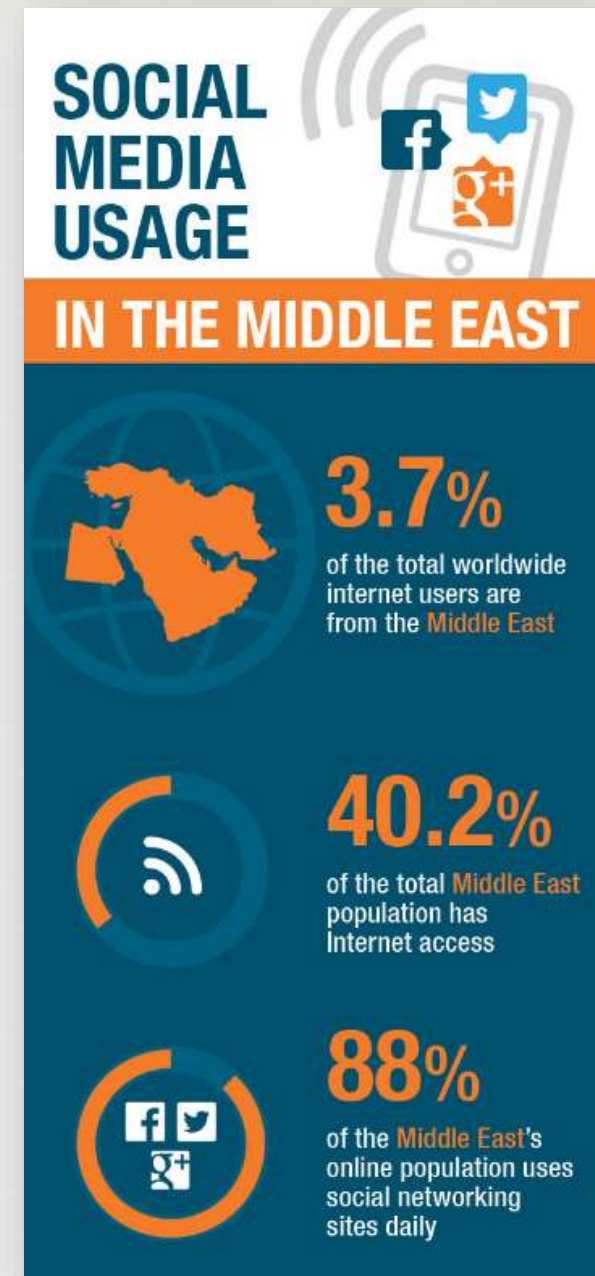


Internet penetration rate in the Middle East compared to the global internet penetration rate from 2009 to 2017





Source: GO-Gulf 2017





Of Social Media User Penetration In Middle East Countries By Social Network

	f	in	
UAE	40.63	12.78	3.25
Kuwait	34.31	6.05	2.83
Jordan	34.14	2.86	0.92
Lebanon	32.71	4.35	1.81
Qatar	29.28	9.76	3.09
Bahrain	25.93	7.05	5.33
Saudi Arabia	19.18	2.47	2.89
Oman	16.62	4.07	0.34
Egypt	13.10	0.73	0.35

The Most Popular Topics

For Social Media Users In The Middle East



67%
MUSIC &
MOVIES



46%
COMMUNITY
ISSUES



43%
SPORTS



34%
POLITICS



14%
RELIGION

EXAMPLE: The Middle East Broadcasting Center

- ❑ The Middle East Broadcasting Center (branded as MBC or MBC Group) is the first private free-to-air satellite broadcasting company in the Arab World.
- ❑ It was launched in London in 1991 and later moved to its headquarters in Dubai in 2002.
- ❑ MBC Group provides multiple channels of information, interaction and entertainment. MBC Group includes 18 television channels, such as MBC1, MBC2, MBC MAX, Al Arabiya, Wanasah and MBC Drama.
- ❑ The Group also includes two radio stations: MBC FM and Panorama FM.



Written an assignment on any of the following topics (2 points)

1. Write an assignment on the operation model of the Middle Eastern media.

OR

2. Internet usage, digital media apps, social media, and e-commerce in the Middle East (Saudi Arabia in Specific).

☐ Date of submission: Saturday, December 27th (via BB Assignment section)

Thanks

Any Questions?