

EXPLORING THE IMPACT OF MASS MEDIA ON EGYPTIAN YOUTH POLITICAL PARTICIPATION

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ABSTRACT

The idea behind this topic came about simply because of the constant, and slightly, sudden changes in the citizens' political behaviour in Egypt as a whole after the 2011 revolution. The aim of this study was to explore the impact of mass media on citizens' political participation, both conventional and unconventional acts. Interviews were conducted in order to gain various holistic insights - gathering information from different sources in addition to interacting with the people and receiving primary based information. 19 interviews were conducted. The qualitative outcomes showed that people, especially the youth of the nation, did not want to be mere observers of how their country can fall into ruins thus the uprising took place and began to be proactive citizens. Further, the analysis showed that mass media helped people understand the operations of government, participate in political decisions, and hold government officials accountable.

KEYWORDS: Political Behaviour, Mass Media, Political Participation