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Arab Republic of Egypt  
Menofia - Shiben El-Kom - Postal Code: 32111 - P.O Box: 66

Mobile: +201141514157

Fax: +20482310073

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Arab Republic of Egypt,  
Giza, Dokki, Ben Elsarayat -2 Ahmed Elzayat St.

Email: ceo@apr.agency - jprr@epra.org.eg

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## **Factors Affecting the Communicator's Perception of his Media Roles And their Relationship with the Local Authority: A Survey Study for on the Communicator in the Traditional and New Media in Port Said Governorate**

*Dr. Heba Mostafa Hassan Mostafa*  
[mahmmmed\\_j\\_12@yahoo.com](mailto:mahmmmed_j_12@yahoo.com)  
 Faculty of Specific Education,  
 Port Said University

*Dr. Walaa Mohamed Mahrous Abdo Elnaghi*  
[welnaghi@gmail.com](mailto:welnaghi@gmail.com)  
 Faculty of Specific Education,  
 Port Said University

### **Abstract**

The study aims to identify factors affecting the communicator's Perception regarding their media roles and their relationship with the local authority. This is a descriptive study that relies on both the media survey approach and comparative method. A comprehensive survey has been conducted on the communicators in the local media institutions in Port Said city in specific fields such as: printed newspapers, El-Qanah Radio, the four T.V Channel, online websites and online radio. The study survey data contains (252) sample, using the survey tool. The study has concluded some results; among these are:

1. There is a statistically significant correlative relation between the level of influence of both individual's internal and external factors and the level of communicators' awareness of their functional roles.
2. There is a statistically significant correlative relation between the level of influence of the individuals' internal and external factors and the level of communication assessment for the roles of their organizations.
3. There is a statistically significant correlative relation between the level of influence of the individuals' internal and external factors and the level of the common style in the relationship between the media institutions and the local authority.
4. There are statistically significant differences between the media type the communicators use in Port Said city (such as: Press, Radio, online newspapers, online radio and television) and communicators' level of awareness in their job roles.
5. There are statistically significant differences between the media type the communicators use in Port Said city (such as: press, radio, online newspapers, online radio and television) and the level of predominant pattern in the relationship of the media institution with the local authority.

**Keywords:** Factors influencing, communicating, media roles, local authority, traditional media, new media.