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Relationship of the elites in Port Said with the media and the local public: A field study of the communication and interaction mechanisms

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Abstract

This study aims to identify the role that the elite provides to the local community and to reveal their most important mechanisms and channels of communication with the local public. The study also aims to identify the most important issues and problems that occupy the local public's opinion from the elite's point of view, and the most important elite's initiatives and contribution to serve the local community.

The study also examined the relationship between the local media and level of cooperation in discussing Port Said issues and the elite's level of success in serving the local community from their point of view.

The study used a questionnaire form that has been applied to a specific sample of the opinion leaders in the Port Said community. The study elites sample considered a total of 128 individuals; divided as: 18 politicians, 21 religious leads, 24 community individuals, 15 women, 27 media and cultural elites, and 23 academics.

The study reached a set of results and among these are:

- 1- (Seminars) came in the first place, by 78.1%, as the communication mechanisms that the elite's groups use to communicate with the local audience in Port Said Governorate. While (websites) came in the second place, by 64.8%, as the communication mechanisms that the elite's groups use to communicate with the local audience in the governorate Port Said.
- 2- (Awareness, edification, instruction and guidance for community members) came in the first place, by 36.7%, among the elite's roles in serving the local community in Port Said Governorate.
- 3- Followed by (participation in the efforts of the community enhancement and development) by 32.8%. While came in the third place by 15.6% (monitoring and encouraging citizens to exercise their rights).
- 4- the results showed an increase in the percentage of the local media cooperation in discussing issues and problems in the Port Said Governorate by 76.6%, while 23.4% of the local media is uncooperative.
- 5- There is no statistically significant relationship between the level of local media cooperation in discussing Port Said issues and the level of elite's success in serving the local community from their point of view.

6- There are statistically significant differences between the elite's groups in Port Said Governorate (politicians – religious leaders - civil society - women - media and cultural - academics) in their assessment of the level of their role in serving the local community, where the differences were in favor of civil society.

7- There are statistically significant differences between elite's groups in Port Said Governorate (politicians - religious leaders - civil society - women - media and cultural - academics) regarding to their assessment of the local administration cooperation level with the elites.

8-There are statistically significant differences between elite's groups in Port Said Governorate (politicians - religious leaders - civil society - women - media and cultural - academics) regarding to their adoption of public's initiatives in the local community.

Keywords: The elites - Local media - The local audience.