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المملكة العربية السعودية

جامعة الملك سعود

عمادة الدراسات العليا

قسم الإعلام

استخدامات كبار السن للتلفزيون الكويتي : القناة الأولى

"دراسة وصفية لمدى تعرض كبار السن للتلفزيون في دولة الكويت"

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إعداد الطالب

فلاح بن عامر العنزي

إشراف الدكتور

بكر بن محمد إبراهيم

تقدير وعرفان وشكر وامتنان

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ABSTRACT

Old People Usage of Kuwaiti Television

Prepared by

Falah Amer Alanzi

Supervision

Dr. Baker Bin Mohammad Ibrahim

This study aimed at identifying the extent to which old people use Kuwaiti television, as well as knowing the nature and quality of the programs materials which old people recommend to increase by the T.V.

The study also aimed at identifying the periods during which old people prefer watching the T.V and what satisfactions do old people derive by watching the T.V, through answering the following questions:

1. To what extent do old people use Kuwaiti television?
2. What is the nature of programs and materials which old people recommend their increase by Kuwaiti television?
3. What times (periods) during which old people prefer watching Kuwaiti T.V?
4. What is the nature of the programs and materials that Kuwaiti T.V presents and have to do with old people?

To achieve the study objectives, a questionnaire was developed by the researching to measure these variables and after being validated and tested for reliability, it was administred to a randomly selected sample consisting of (302) persons of old people all over Kuwait.

The study revealed the following results:

1. 46.7% of our sample watch Kuwaiti television for sometimes, while 42.1% watch it always.
2. 39% of the studied sample watch the T.V after H. 22:00, while 33.4% watch it afternoon.
3. 43.4% of our sample watch the Kuwaiti T.V with their families, while 38.4% watch it in miscellaneous case, and only 3.3% of them watch it with their brothers only.
4. Males and Females diffen significantly in their responses to question (16) and this difference was in favor of females, the same differences were also found in faver of divorced

regarding the marital status, where as these differences with respect to the income variable, were in favor of those under 200 K. D, and finally residence place was significantly impacting these responses in favor of those living alone.

- there were no statistically significant differences attributed to the sex variable in subjects attitudes towards Kuwaiti T.V programs.

The study included some suggested recommendations.