

Journal



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Journal of Public Relations Research Middle East

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Abstract

This study presents new approach in the descriptive studies which are conducted on the local newspapers in the Arab Gulf Countries. It's obviously a Public Relations' study. It explores the interest of the readers of one of the famous Gulf newspapers: The Bahraini "Akhbar AL-Khaleej", through analyzing the letters of its readers. The analysis covered the types of topics, the types of readers and what kind of communication mean is used to send the letters .

The study shows that Social nature's topics are the most frequent ones. The second most frequent topics deals with Services and Utilities, and finally the third most frequent topics is related to political interest .

In terms of gender, the study shows that males are contributing more than females. Also the study shows that most of the articles are basically complaints about the public and private sectors. In addition, it was found that most of the articles are addressed to the higher managers of the ministries.

The study analyzed also the responses by the related authorities toward the published letters addressed to the editors. It was found that the responses are less than what is expected due to the leader's directions in the Bahraini kingdom where they clearly stated and supported the right for the public to express their opinions through all means and the importance of getting on time feedbacks.

