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Trends of mothers toward marriage announcements by the media and its role in solving the problem of spinsterhood

A field study

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Abstract

This research tried to identify the attitudes of Egyptian Mothers about the role of the marriage announcements in the media in solving the problem of spinsterhood, by identifying the size of exposure of Egyptian Mothers to these marriage advertisements, and the extent of their interest to follow-up and their motives, beside comparing between marriage announcements in the different media through the eyes of the Study Sample . As well as, gaining knowledge of the contribution of the marriage announcements in solving the problem of spinsterhood, along with measuring the respondents' attitudes towards these advertisements in general; the study relied on the survey method and questionnaire tool was used, the study was conducted on a sample of 300 single mothers out of the different Egyptian governorates.

***The study has been completed set of results that can be summarized as follows:-**

- The 78.0% of the total sample is subjected to matrimonial ads in different media, while 22.0% of them said that they were not exposed to this ads.
- That 38.0% of those who are subjected to the marriage announcements through the media sometimes they follow it with interest in comparison for 35.9% who do not give any importance to it at all, It's was mentioned that 12.8% of them informed their interest in watching these Ads permanent, while 13.2% of them said that this was happening rarely.
- The largest proportion of respondents (54.3%) had experienced matrimonial ads via satellite channels, followed by a few online ahead as mentioned by 51.3% of them, then come newspapers by 19.7% and magazines by 17.9%, then the roads ads by 8.5%, and finally Ground television by 8.1%.

- The 47.0% of the respondents believe that the marriage announcements sometimes contribute to solving the problem of spinsterhood, while 12.4% of them see it rarely happens, while 32.1% said they do not contribute at all in solving this problem.
- The 66.2% of mothers believe that the main reasons for the phenomenon of spinsterhood suffered by the community due to the high cost of dowries, followed by the reason for the parents stuck to certain conditions in the marriage of their daughters as mentioned by 57.3%.