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Title of thesis: The portrayal of elderly people in Egyptian Television Drama and its relationship with audience perception of elderly people s social reality.

Degree: Ph.D

Summary:

The world witness demographic transformation which leads to unprecedented increase in numbers and percentages of elderly people which cause higher interest for their needs and problems.

This study focus on knowing to what extent is elderly people presented in television drama and their portrayal in this drama through content analysis; this study depends on cultivation theory and uses survey method.

A content analysis was designed and conducted for this study. The sample consists of 5 serials and 50 films which were broadcasted on channel one in Egyptian television from 1-10-2002 till 30-6-2003. A questionnaire was applied on a sample of 400 viewers of Egyptian drama in Cairo and Giza.

This study ends with many results such as:

-There is a significant relationship between heavy television drama viewing and realizing elderly people s social reality as it presented on television.

- There is significant correlation between gender and respondents, realization of elderly people social reality as it presented on television.

The study recommends that:

1-Drama writers should pay more attention to elderly characters.

2-Arrange prizes for the best elderly character or the best drama which deals with elderly character.

Key words:

Portrayal of elderly people-television drama.

Cultivation theory.

Social reality.