

# Factors Affecting the Readership of the Printed Journalism in Egypt: Field Study

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## Abstract

This study is monitoring & explaining the point of view for readers & journalists about the factors affecting the readership of the printed press in Egypt, through an extensive field study has been made to the Egyptian readers on different features & characteristics, and on a sample of journalists working in different press organizations, through a survey that was applied in a certain period during the study.

The researcher used to study a number of patterns for the classification of the audience, like Reader Profile, Reader Selection, Reader - Non Reader, and Editor Reader Comparison.

The study concluded that the factors affecting the readership of the printed press in Egypt concerning motivated to read newspapers in general, the functions of newspapers from the perspective of readers, and trends of the readers towards journalists, current developments in the press market, the journalist and their effects, and competition from new media, which comes in the forefront of social networking sites and blogs and traditional forms of online journalism.