

The Attitudes of Jordanians Towards the Performance of Mass Media: A Survey Study

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Abstract

The aim of this study is to measure and analyze Jordanian attitudes towards the performance of mass media with respect to economic, political, social, and security factors, and, to examine correlations between the attitudes of the national sample and demographic variables.

The descriptive analytical approach and a number of statistical tools, such as, frequencies, means, t-test, and ANOVA are used.

Regarding the sample, it includes two categories: the national sample which is composed of an aggregate, stratified random one, and the decision-making and opinion leaders sample.

The study has arrived at the most important conclusions:

- The general satisfaction of the members of the sample about the performance of the Jordanian mass media was negative despite the existence of positive impressions pertaining to the performance of the Jordanian mass media in relation to a number of topics.
- The weak (and sometimes the absence) oversight role of the mass media over the Governmental and Parliamentary performances and activities, and the dominance of the Jordanian Government on the

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mass media along with imposing a number of restrictions on its diverse activities.

- Mass media's adherence to credibility in spreading news at the time that its dealing with events was mediocre.

In light of these results, the study provides the most important recommendations that may enhance the performance of mass media:

- The necessity to start granting genuine freedom on the part of the Government to journalism and media, and trusting them in carrying out their activities and duties for the purpose of serving the nation and the citizen. In addition, the Government should work in liberalizing mass media from the control of a sole entity despite its identity, offering pluralism and granting the opportunity to all the members of the civil segments to express themselves through the mass media.
- Since Jordanian media suffers from the continuous changes of the publications and press law, and from the ambiguity of certain legal texts related to this law such as the Journalists Association law, the penalties law and the law of the violation of sanctuary of courts, it is necessary to amend the jurisdictional system of journalism.
- The legislation of a law that would grant the citizen and the civil society their rights in obtaining information in Jordan.