



Social Media in the Arab World: Communication and Public Opinion in the Gulf States

By Barrie Gunter, Mokhtar Elareshi

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Following the Arab Spring, the use of social media has become instrumental in organising activist movements and spreading political dissent in the Middle East. New online behaviours have transformed traditional communication channels, enabling young people of all backgrounds to feel politically empowered. But now that spring has turned to winter, what are the long-term implications of internet activism in the region? *Social Media in the Arab World* provides a unique insight into the role of online communications as a force for change in the Gulf States. Featuring examples as diverse as neo-patrimonial politics in Saudi Arabia and the ways an online presence affects the status of women in Kuwait, the chapters examine shifts in the political, social and religious identities of citizens as a result of increased digital activism. With contributions from a variety of interdisciplinary experts, this wide-ranging study examines the consequences of changing power dynamics brought about by popular social media. In doing so, this book offers an original perspective on the long-term implications of internet usage in the Arab world and is essential reading for students and researchers working across the region

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- Rank: #2590634 in eBooks
- Published on: 2016-04-21
- Released on: 2016-04-21
- Format: Kindle eBook

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Editorial Review

About the Author

Barrie Gunter is Emeritus Professor in the Department of Media and Communication, University of Leicester. He was a founding Professor of the Department of Journalism Studies, University of Sheffield, and then, as Professor of Mass Communications and Head of Department, led the re-launch of the Centre of Mass Communication Research at the Department of Media and Communication, University of Leicester. Mokhtar Elareshi is a Lecturer in Media and Communication Studies. He has taught at the University of Tripoli, Libya, when he was also a former Head of the Department of Media at Azzaytuna University 2003–2006.

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