

Abstract

Al-Jazeera English has elicited much attention since inception as a result of the station's pioneering stance in the middle-east. Propagating a liberal media model with the first English based medium to set-up headquarters in the region, Al-Jazeera English exists as unique across both local and foreign media-scapes. In combining two previously separated fields of media studies; audience participation and branding the research seeks to explore the role of new media technologies in audience participation and the extent to which they form crucial elements of the network's brand imaging. It does so in the wake of the Arab Spring using the Egyptian Revolution as the case study to explore Al-Jazeera English's Facebook commentary and flagship programming. Drawing on themes like an anti-US sentiment and the alternative 'Other' the dissertation unpacks what has come to constitute brand Al-Jazeera in an age of convergence and social media where identity constitutes various factors.

Plagiarism Declaration

I, Aneesa Goolam Hoosen (Student Number: 0709751F) am a student registered for a Master of Arts in Media Studies degree in years 2011-2013. I hereby declare the following:

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Acknowledgements

First and foremost I give thanks to the Almighty for without His countless blessings and mercy none of this would have been possible. I remain evermore grateful to Him for all that I am bestowed with knowing full well I am fortunate beyond measure.

To my parents, thank you does not come close to expressing just how much I appreciate your unwavering support throughout my studies. Your admiration will Always be my greatest achievement! I love you both dearly and I am thankful for having being blessed with your presence in my life. Please always know that anything I accomplish will always be a direct reflection of both your efforts. I will forever strive to make you proud.

To my husband Sol, you know best how much this dissertation has taken out of me. Thank you for bearing with me through the late nights, the mood swings and my many ranting sessions where you always offered a sympathetic ear and a calm demeanour assuring me that all will be well. You are my rock and I love you dearly.

To my sisters Shireen and Farzana, you two have been a constant source of comfort and support throughout the duration of my studies. Thank you for always being there. Whether it was a fresh home cooked meal when I returned from a tough day at campus or a Saturday out for lunch please know you have both immensely contributed to the emotional and physical endurance required to complete this piece of work. I have the two best friends in the world and I'm fortunate enough to call them my sisters.

To my supervisor Dr. Wendy Willems I cannot begin to articulate just how much of an inspiration you have been during the three years of my postgraduate studies. This dissertation would not be possible without you and for that I will always be grateful. The opportunity to tap into your reservoir of knowledge is a privilege for which I will always be indebted to you. Thanks to your faith in me during the most trying times and the unconditional support always on offer this dissertation has come to fruition. Thank you.

I could not complete this without a very special thank you to Dr. Dina Ligaga who bravely stood up to the task of assuming my supervision two months before submission. Your contribution and

efforts at the tail-end of the research despite a demanding schedule of your own are sincerely appreciated.

A special mention to Janeske Botes for always providing an understanding ear during the many trying times encountered throughout the course of this degree. Your open door policy and approachable persona have always been a source of comfort to me. Thank you for providing a place on campus I always felt open to come to and speak my mind.

To the rest of my extended family and friends thank you for believing in me and always offering kind words of encouragement, praise and support. Each and every one of you has contributed to the completion of this paper and for that I will always be appreciative.

Aneesa Hoosen

11 December 2013

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