

Journal



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The Journal is part of Al-Arabia Public Relations Agency's publications, specialized in education, scientific consultancy and training.

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The role of media events in the World Youth Forum in developing political awareness of current events and issues among university students

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Abstract

To identify the impact of the follow-up of the media activities of the World Youth Forum on the political awareness of the events and issues, and to identify the degree of university students interest in the World Youth Forum, and to find out the impact on the attitudes of university students and identify the reasons for university students to follow these events through the use of news sites .

Study type and method: the current study belongs to the qualitative type of studies, depending on media survey with sample with its field part, being applied on a sample of adolescents in a number of Egyptian universities.

Study Sample and Tools: the study uses a questionnaire form to be applied on a sample consists of (400) items of adolescents in (Cairo – Ain Shams – Pharos – 6 octobr) universities.

Study Results:

- The high proportion of male and female online browsers for the electronic news sites.
- High percentage of university students' follow-up to the World Youth Forum through electronic news sites.
- The study confirmed that the news sites are (an important source for the development of political awareness with other sources less important) were 36.4% for respondents; and (source like other sources) in the second rank with 27.9%. Then (A source of information but preceded by more important sources) in the third place (23.8%), then (the most important and exclusive source of information) in the fourth place by 10%, and finally (an unhelpful source can be replaced with other sources) by 2.1%.
- The results of the study confirmed the effects of the reliance of university students on news sites in the follow-up of the media activities of the World Youth Forum. They discussed issues that reflect their visions and aspirations by 74.2%. Second, rich discussions about the axes of peace, development and creativity. With 67.01%, then in the third place provided me with different views on internal events by 65.2%, then in fourth place it helped me in forming opinion and direction towards some external events by 53.9%, then in fifth place it provided me with the sense of security instability in the region by 42.3%, and then in the sixth place it made me support political decisions regarding events and issues by 42.01%, then in the seventh place it increased my knowledge in various fields by 40.9%, and then in the eighth place.

