



Media and the Corona pandemic: credibility or crises and rumors?

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Exposure to Opinion Programs on Satellite Television Channels and its Relationship with the Egyptian Youth Moral Level towards the Egyptian state Performance in Facing Corona Pandemic

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Abstract

The study aims to monitor the stage of restoring confidence in the traditional media in facing the corona virus information pandemic "INFODEMIC", by examining the relationship between the exposure level of Egyptian youth to television opinion programs as a source to learn about performance of the Egyptian state in facing corona pandemic and their level of moral.

The field part of the study aims to investigate the relationship between the Egyptian youth dependency level on television opinion programs as a source to learn about the performance of the Egyptian state in facing corona pandemic and their level of moral, as well as determine the cognitive priming factors related to the audience (the Egyptian youth) in the context of forming their evaluations ,and then their attitudes towards the issue under study ,applying to a sample of 414 respondents. While the analytical part aims to examine the cognitive priming factors related to the media (the content of television opinion programs), applying to "Ala Masoliaty" program on "Sada Al Balad" channel and "Asl Alhekaya" program on "MBC Masr" channel, by analyzing all episodes of the two programs during April 2020.

Main results:

- There is no statistically significant correlation between the level of exposure to the television opinion programs and the level of moral among the Egyptian youth.

- There is a statistically significant correlation between attitude towards the media coverage and the level of moral among the Egyptian youth.

- The variable of the television opinion programs' news coverage towards the Egyptian state performance is important in the cognitive priming among the Egyptian youth, shaping the youth attitudes towards performance of the Egyptian state in facing the pandemic and then formulating the standards on which the youth rely on in evaluating and Judging the state performance generally and thus creating their moral.

Keywords: opinion programs - Egyptian youth - corona pandemic - moral level - Egyptian state performance