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Values of National Belonging in the Videos Clips that Dealt with the Events of the Sudanese December 2018 Revolution: A survey Study Applied to a Sample of Media Professors in Sudanese Universities

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Abstract

The study aimed at revealing the values of national belonging in its political and social dimensions manifested, expressed and reflected in the video clips that dealt with the course of events of the Sudanese December revolution.

The researcher adopted the survey method, and used the questionnaire to collect field data. The study was applied to a sample of media professors in Sudanese universities, which was selected through a simple random sample of (63) individuals. The study achieved several findings, the most important of which is that the video clips that dealt with the events of the December 2018 Sudanese revolution were not limited to mobilizing the masses and organizing protests only, but also included values of national belonging in its political, social and economic dimensions to a high degree; with an arithmetic mean (3.803) and a relative importance index (76.06). The value of "deepening national unity and consensus" came at the forefront of the values reflected in the video's clips.

The study also proved that there were no statistically significant differences between the mean scores of the sample's estimates of the values of national belonging in its political, social and economic dimensions that were included in the video clips, due to the variable of gender, academic degree, specialization or years of academic experience.

Keywords: Values - National Affiliation - Video Clips - Revolution.