

Journal



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Political Media on which Saudi Youth rely on during the crises and their role in enhancing their national awareness (A field study)

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Abstract

This study seeks to identify the political media sources , whether traditional or new media , on which the Saudi youth depend on shaping their trends towards the crises experienced by the Saudi society ‘ this study is based on mass media dependency theory ‘ this study used media survey methodology , the survey study sample (for public) is purposive sample consisting of 200 respondents , the study drives its importance from being one of the first Arab studies which discussed the topic of Political media on which Saudi youth rely on during crises and their role in enhancing their national awareness , The higher the cognitive, emotional and behavioral effects of the study sample among the Saudi youth as a result of relying on the traditional media than relying on the new media, both of which have influenced the sample and proved the effects of the age variable due to reliance on traditional and new media models, also the study offers several recommendations and ideas that can be implemented on the ground.

