

Journal



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Journal of Public Relations Research Middle East

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Trends in university youth watch satellite TV and their potential impact on values and behavior (field study)

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Abstract

This study aims to identify the possible social effects of televised pictures or visual images on the lives of the Arab youth, in order to clarify the nature of the authority of the televised images and their social effects on the youth. Therefore, it focuses on the scientific mechanisms for achieving the social security and psychological balance of the youths in relation to the negative contents broadcast by satellite channels.. The study also seeks to investigate ways of limiting the phenomenon of bad viewing habits to minimize its harmful social effects.

It is basically a field study, conducted on a sample of students from Ajman University of Science & Technology (AUST) in the United Arab Emirates (UAE).

The questionnaire method has been used, as it is considered to be appropriate to the aims of the study. A questionnaire form has been designed and distributed to(9200) male and female students affiliated to six colleges of AUST colleges, using the random class sample.

The results of the research show a weakness in the youth's television culture, a culture which lacks the basic elements needed to qualify the youth for this experience. This culture has largely contributed to the social confusion and social instability of the youth. In addition, the weak viewing culture has reinforced the youth's personal feelings at the expense of social commitment, has helped to develop individualism and consumerism, has weakened the role of the family and school in the process of social upbringing in contrast with the big and influential role of the mass and information media in shaping the trends of social upbringing and social processes.

