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Utilizing Educational Media Tools in the creation of an Awareness Raising Campaign against School Bullying Risks

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Abstract

Attention to student problems is no longer an educational luxury, but has become an urgent necessity, especially in childhood, because of the fact that, their lack of treatment has become a burden on psychological and social adjustment of the children during this stage, especially with technological development, which has led to increased difficulties and complications of life and the emergence of many behavioral issues. In recent years, bullying has received considerable attention from researchers in areas such as psychology, sociology and the media. Educational media is an integral part of the educational action, which has a functional relationship with school and vocational guidance, but also is considered as one of its main pillars by which the student is upgraded. Therefore, the need for school media campaigns became necessary when coming to raise awareness and modify the behavior patterns of individuals and institutions, and the study used the experimental method of the same group and pre and post dimension measurement, and it was applied to a sample of 30 individual students of the Preparatory stage students. The study reached a number of results, the most important of which were: the acquisition of knowledge of the risks of school bullying to a large extent in the first place with a total of 81 repetitions from the study sample, the results of the comparison revealed that, There are differences in favor of the post-test and successive test from the pre-test and a shift to a positive trend towards knowledge of the dangers of school bullying, which indicates a change in the actual behavior of students towards school bullying.

keyword: Educational Media, Campaign, School Bullying.