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The Image of the Media Department among Students at King Saud University in Riyadh

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Abstract

The main objective of this research is to monitor and analyze the features and characteristics of the image of the media department among its students, and the relationship of this image to their attitudes towards media specializations.

This research comes within descriptive research, and the researcher used the questionnaire as a main tool in collecting data through a deliberate sample of 123 male and female students enrolled.

In the media specialization, the study reached several results, the most important of which is that the majority of the sample was interested in following up the activities of the media department, and that males were more interested in following up it than females, And that the students were taking their sources of information about the Department of Media through social networking sites, and that they were not satisfied with the study packages provided to them, and they stressed the suitability of the subjects taught with the labor market, the good image of the faculty members in the department, and the importance of the practical application of the specializations, and there is also the exploitation of resources.

Available for the application, students are satisfied with the devices in the department, their efficiency and readiness, and with the courses. It also became clear that there were statistically significant differences between the average of males and females in favor of males in their satisfaction with the academic courses. It also became clear that the higher the quality of the academic courses, the more it affected the students in their choice of the media department.

Keywords: Image, Students, Department of Media, King Saud University.

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