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# **The Reality of Digital Video Journalism on Electronic Newspaper Websites and Attitudes of the Educational Media Students towards it: An Applied Study (\*)**

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## **Abstract**

The study aimed to know the reality of the use of electronic newspaper websites for digital video journalism in processing news and various topics, and how to employ it in form and content, to measure attitudes of the educational media students towards it, and the extent of their awareness of this new service, and their attitudes towards it, and to identify the impact of the dimensions of the theory of richness of the medium (diversity, quality, accuracy) on attitudes of the educational media students towards it.

This study belongs to descriptive studies, and within its framework, the researcher used the sample survey method, and used the content analysis form and questionnaire tools as tools to collect the required data. The analytical study was applied to a deliberate sample of two Egyptian electronic newspaper websites, namely Al-Ahram and Al-Youm Al-Sabea, where a number of (2100) videos were analyzed, with (845) on the Al-Ahram newspaper website, (1255) on the Youm Al-Sabea website, while the field study sample amounted to (400) individuals from the educational media students through the electronic application.

The study concluded that the study websites used multiple media in displaying the content of digital video journalism, as the textual comment came ranked first with 31.08%, then still images with 31.85%, then background music with 31%, meaning that textual comment, still images, and background music were the most used categories in both sites. There was a moderate direct relationship between the elements that attract the attention of respondents to watch digital video journalism content on electronic newspaper sites and the extent of their interaction with video journalism content on electronic newspaper sites.

**Keywords:** Digital Video Journalism, Electronic Newspapers, Educational Media Students.

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(\*)The Paper was received on October 05, 2024, and accepted for publication on December 25, 2024.