

Journal



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Abstracts of Arabic Researches:

- **Associated Prof. Dr. Mohammed S. Alsubihi** - [Al-Imam Mohammed Bin Saud Islamic University](#)
Students' attitudes towards educational programs in the Mass Communication
Colleges and its departments and their relationship to the requirements of the
Comprehensive Quality - A Field study on Saudi universities 7
- **Associated Prof. Dr. Omar Brahim Boussada** – [King Khalid University](#)
The role of information management of Public Relations Authorities to face institutional
crises - A theoretical study 9
- **Dr. Khulood Abdullah Miliany** - [King Abdulaziz University](#)
The Role of Social Media Applications in Developing Political Awareness among
Saudi Women 11
- **Dr. Nasr al-Din Abdul Qader Osman** - [Ajman University](#)
The Role of Public Relations Consultant in dealing with institutional crises
Field Study on a sample of public relations workers 12
- **Dr. Rabab Salah El Sayed Ibrahim** - [Menoufia University](#)
The University Students' Usages of The Comics Presented by Media Channels And
The Satisfactions Which These Channels Achieve For Them 14
- **Hussin Fayaz S. Alshahrany** – [Yarmouk University](#)
Gulf Students' Dependence on Social Networking Sites in Communicating with
Diplomatic Bodies of the Gulf Cooperation Council countries (GCC) 15
- **Nacer Aoudia** - [University of Algeria 3](#)
Communication in campaigning: from political declaration to political public
relations - Status of 2017 legislation in Algeria 16

English Researches:

- **Nadeen Essam Selim** - [University of Sharjah](#)
Social Media in PR Education and the Market - an Audience Comparative Analysis
in the UAE 17

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The Role of Social Media Applications in Developing Political Awareness among Saudi Women

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Abstract

The aim of this study is to identify the role of social networking sites in developing the political awareness of Saudi women, where the habits and patterns of women's exposure to social media and motivation to use, how to use these means in shaping political awareness, and obstacles to the development of political awareness among Saudi women. Furthermore, to identify the most important proposals to increase the effectiveness of social networking sites in the development of political awareness.

This study belongs to the descriptive studies that relied on the electronic questionnaire as a tool to obtain the main information of the sample from Saudi females living in Jeddah city.

The study reached several results, the most important of which is that the degree of political knowledge among Saudi women is weak in general and that the reason may be due to several factors, the most important of which is the nature of the political formation of women in Saudi society. The study also found that the applications of social networking sites have a significant impact on the development of political awareness among Saudi women. This study confirms the importance of the role of social networking sites not only in the social and entertainment role, but also it plays significant awareness role in various fields.

