

# Journal



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## Middle East

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Address

Egyptian Public Relations Association

Arab Republic of Egypt  
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# Journal of Public Relations Research Middle East

**I**t is a scientific journal that publishes specialized research papers in Public Relations, Mass Media and Communication after peer refereeing these papers by a number of specialized Professors.

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Egyptian Public Relations Association, Gizza, Egypt  
Dokki, Ben Elsarayat -2 Ahmed Elzayat St.

Email: [chairman@epra.org.eg](mailto:chairman@epra.org.eg) - [jpr@epra.org.eg](mailto:jpr@epra.org.eg)

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## **The University Students' Usages of The Comics Presented by Media Channels And The Satisfactions Which These Channels Achieve For Them**

*Dr. Rabab Salah El Sayed Ibrahim*

[dr.rabab\\_2008@yahoo.com](mailto:dr.rabab_2008@yahoo.com)

Assistant Professor of of Educational Media

Faculty of Specific Education

Menoufia University

### **Abstract**

**Aims:** The research mainly aims at recognizing the university students' usages of the comics presented by media channels, and it also aims at familiarizing the satisfactions accomplished for the university students due to being exposed to these comics presented by these channels.

**Type and Syllabus:** this research belongs to the descriptive researches and the utilization of media questionnaire syllabus.

**The Theory Within Which The Research Was Made:** The Research depended on the theory of usages and satisfactions.

**The Sample:** The research was formed by four hundred individuals of the male and the female students from Cairo University and Al Menofyya University. All were randomly chosen after excluding both the incomplete-data applications and those which didn't achieve an accepted deal of credible answers.

**Tools:** The researcher used the questionnaire application for all of the data.

**Outcomes:** They are as following: There is a positive statistically proven correlative relationship between the rate of the university student' exposure to the comic materials presented by the media channels and the motifs behind this exposure, There is a positive statistically proven correlative relationship between the rate of the university student' exposure to the comic materials presented by the media channels and the activity level of watching these materials, There isn't a positive statistically proven correlative relationship between the rate of the university student' exposure to the comic materials presented by the media channels and the parental encouragement for watching these materials, There is a positive statistically proven correlative relationship between the rate of the university student' exposure to the comic materials presented by the media channels and the satisfactions accomplished for them as a result of being exposed to these materials, The research has revealed that the females follow these entertaining and humorous contents more than the males.

**Keywords:** The University Students, Media Channels, Humor, Usages, Satisfactions.

