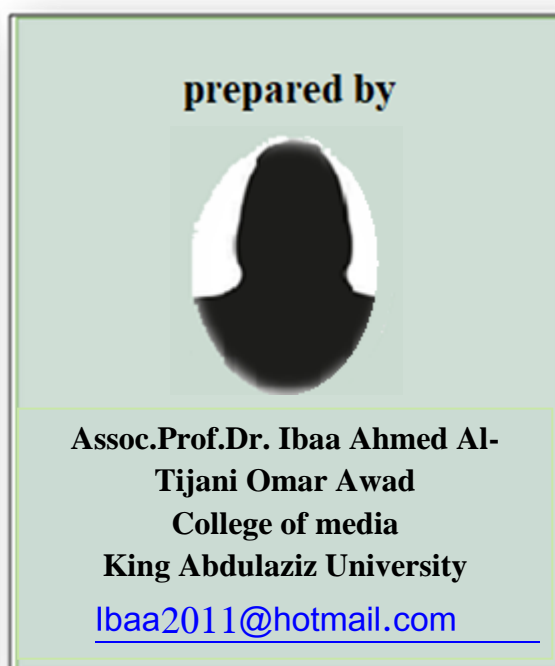


## **Media Professors' Opinion on the Application of Digital Media Education when Selective Audiences are Exposed to Audio and Visual Content.**



## Abstract

This study aims to identify media professors on the application of digital media education upon audience selective exposure to digital media audiovisual content on the internet. This research is classified as a descriptive study, applying qualitative and quantitative methods by distributing an electronic questionnaire to an available sample to reach the desired findings, which are that digital media education has advantages for the public when it is selectively exposed to digital audiovisual content, including that it enhances learning through digital programs and supports the skill of the public's interaction with digital media, which is one of the problems that digital media education solves. The selective exposure of the audience to audiovisual and digital content results in poor decision-making skills related to the selective exposure to digital media. The most important recommendations of the study are the importance of teaching digital media education to media students and designing study courses within the curricula of faculties and scientific departments in the field of media to help them gain selective exposure to content. media, including audio-visual content, the importance of designing training courses for workers in various fields on digital media literacy that benefit them in their field of work and in their public life, as well as access to constructive selective exposure, and the need to make digital media literacy one of the urgent necessities that contribute to the upbringing of conscious generations. It is capable of understanding, interpretation, analysis, criticism, and the ability to produce content that contributes to the generalization of interest for those who gain the visual and audio-visual information from the Internet.

**Key words:** Media Education - digital media Education - Selective Exposure to the media

## References

1. Al-Badawi, Thuraya Ahmed (2019). Media and Communication Theories in the Modern Era, 1st edition, Al-Rushd Library, Riyadh.
  2. Hassan, Ahmed Gamal (2015 AD). Media Education, Dar Al-Ma'rifa, Minya - Egypt
  3. Zaki Essam Anis Abdel Hamid (2016). Communication Theories for Every Day We Live, Scientific Algorithms, Jeddah
  - 3- Makkawi, Hassan Imad and Al-Sayyid Laila Hussein (2010). Communication and its contemporary theories, 9th edition, Egyptian Lebanese House, Cairo
  4. Abdul Hamid Muhammad (2012). Media education and awareness of media performance, 1st edition, World of Books, Cairo,
  - 5- Al-Qaari Muhammad Ali (2019). Communication Theories: Philosophical Insights and Practical Applications, 1st edition, Al Rushd Library, Riyadh.
  6. Lagha, Faten, and Salman (2019). Digital media education in the context of modern technological transformations and their applications, International Journal of Social Communication, Volume 6, Issue 2, Algeria.
  7. Al-Mazjaji Ahmed Dawoud (2013). Al-Wajeez in Writing Scientific Research, 1st edition, Al-Khwarizm Al-Ilmiyyah, Jeddah,
  8. Mubarak bin Wasel Al-Hazmi, Contemporary Media Ethics and Legislation between Theory and Practice, Dar Al-Khorezm, Jeddah.
  
  - 9- Bianculli David (1997). **Taking Television Seriously, Literacy**, Simon and Schuster, New York
  - 10- Lauryn Axelrod, (1987) **TV Proof Your Kids, a Parent's Guide to Safe Healthy Viewing**, A Carel Press Book
  - 11- Buckingham David, (2007) "[Media education goes digital: an introduction](#)". Learning, Media, and Technology,
  - 12-. Potter, W James, Media Literacy (2011). Sage, 5TH Edition, , International publications, London
- مواقع إلكترونية
- 13 <https://eric.ed.gov/?id=EJ1358684> *Journal of Public Health* (2023)
  - 14 <http://search.shamaa.org/fullrecord?ID=263706>
  - 15 <https://doi.org/10.1016/j.compedu.2020.104025>
  - 16 <https://doi.org/10.1016/j.compedu.2020.104025>
  - 17 <https://doi.org/10.1016/j.compedu.2020.104025>
  - 18 <https://doi.org/10.1073/pnas.1920498117>
  - 19 ([mawdoo3.com](http://mawdoo3.com))
20. Hassan Saad, Jamil Mohi, Digital Education, Al-Nahrain Center for Strategic Studies, 2019, see 20 <https://www.alnahrain.iq/post/478>
  21. Suleiman Taani (3-2-2018), "Media education is necessary Ammon news, Retrieved 11-7-2018. <https://www.bing.com>