

**Abstracts of Arabic Researches:**

- *Associate Prof. Dr. Eman Fathy Abdel Mohssen Hussein - Umm Al-Qura University*
Lujain Ismail Muhammad Farid Shukri - Umm Al-Qura University
Role of Electronic Media Campaigns on Social Media in Raising Awareness of the National Transformation Program 2020 7
- *Associate Prof. Dr. Dina Ahmed Orabi - Cairo University*
**An evaluative study of the Egyptian child advertising awareness:
A survey on a sample of public school students in Egypt** 9
- *Dr. Badr Al-Din Ali Hamad Muhammad - Jazan University*
**Using Social Networking Sites to Teach Secondary School in Sudan:
A field Study on State of Khartoum** 10
- *Dr. Elsayed Abdelrahman Ali Abdelrahman - Suez University*
Advertising Reality in the Egyptian Media: An Analytical Study 11
- *Dr. Samr Ibrahim Osman - Port Said University*
Dr. Dina Mohamed Assaf - Port Said University
**Relationship of the elites in Port Said with the media and the local public:
A field study of the communication and interaction mechanisms** 12
- *Dr. Moeen F.M. Koa - An-Najah National University*
Abdel Aziz A. A. Darwish (MA) - An-Najah National University
Extent to which the Palestinian police rely on persuasive method in their communicative contents published through Facebook aimed at promoting civil peace and combating crime: An analytical study within framework of the four models of public relations 14
- *Dr. Aida M. Almor - Mansoura University*
Methods of applying media education in general education schools from perspective of educational media professional 16
- *Rula Abdelrahman Ali - Misr University for Science & Technology*
Role of the communicator in Egyptian Institutions in Informing the Public about the Government Management of the Nile water crisis 17

English Researches:

- *Awatef Abdulla - Sharjah University*
Use of Communication Technologies by the General Directorate of RAK Police 18

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Role of Electronic Media Campaigns on Social Media in Raising Awareness of the National Transformation Program 2020

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Abstract

Social media are one of the forms of technological development that prevailed in the world because of its characteristics that make it brings together all languages and cultures and to see the issues that concern members of society, and there is no doubt that social media have had a significant impact in the presentation and discussion of media campaigns related to awareness of the transformation program National 2020.

Identify the research problem: The current study seeks to know" role of electronic media campaigns on social media in raising awareness of the National Transformation Program 2020"

Objectives of the study: Identifying the study sample exposure rate for the electronic media campaigns related to the National Transformation Program 2020 on social media, and identifying the reasons for the study sample exposure to the electronic media campaigns related to awareness of the National Transformation Program 2020, and identifying the type of knowledge the study sample acquired on the National Transformation Program 2020.

Study concepts: E-media campaigns - social media - outreach - National Transformation Program 2020

Type and methodology of the study: It is one of the descriptive studies and it depends on the methodology of the survey in the field.

Sample of the study: The study relies on an intentional sample of 200 individuals distributed (100 males - 100 females) who are between the ages of 18-21 years..

Data collection tool: Questionnaire

Results of the study: The study revealed that there are statistically significant differences between male and female study sample in the degree of follow-up to the media campaigns of the National Transformation Program 2020 on social networking sites, and came from the most important reasons for university youth exposure to electronic media campaigns for the national transformation program 2020 is to follow the Kingdom's achievements in achieving the Kingdom's vision Saudi Arabia 2020 with a relative importance of 79%, and the results also indicated a high percentage of the study sample opinion in

electronic media campaigns about confirming their role in educating university youth on the national transformation program 2020 by 69.5%, while 30.5% of them do not see this role in awareness

Keywords: Electronic Media Campaigns, Social Media, National Transformation Program 2020.