



THE ROLE OF SATELLITE CHANNELS IN FORMING TRAFFIC AWARENESS AND PREVENTING ACCIDENTS - A FIELD STUDY

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ABSTRACT

The importance of the research comes from dealing with the problem of lack of traffic awareness, which causes accidents and the occurrence of human and material losses, and the research aims to study the role of satellite channels in forming traffic awareness among the public, and a sample was chosen from Baghdad consisting of (280) individuals, male and female, and used the questionnaire tool. To obtain the data, which included several questions, the results were analyzed statistically and several results were reached, the most important of which is that there is an interest among the public in following traffic programs at a rate of one to two hours to receive information through traffic programs and to identify and apply general rules, and it was found that there is a statistically significant correlation between the extent of follow-up. The sample is for traffic programs and the extent to which satellite channels spread traffic awareness among individuals, and there is a significant correlation between the sample's intensity of watching traffic programs and the level of obtaining information about traffic awareness from television, and there are differences between the sample averages towards the role of satellite channels in spreading traffic awareness.

Keywords: Television, audience, traffic, awareness, field.



دور القنوات الفضائية في تشكيل الوعي المروري والوقاية من الحوادث- دراسة ميدانية

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الخلاصة

تأتي أهمية البحث من تناوله اشكالية غياب الوعي المروري الامر الذي يتسبب في وقوع الحوادث وحدوث الخسائر البشرية والمادية، ويهدف البحث لدراسة دور الفضائيات في تشكيل الوعي المروري لدى الجمهور، وتم اختيار عينة من مدينة بغداد مكونة من 280 فردا من الذكور والاناث واستخدمت اداة الاستبانة للحصول على البيانات والتي تضمنت اسئلة عدة تم تحليل النتائج احصائيا وتم التوصل الى نتائج عدة اهمها ان هناك اهتمام لدى الجمهور في متابعة البرامج المرورية بمعدل ساعة الى ساعتين لتلقي المعلومات عبر البرامج المرورية والتعرف على القواعد العامة وتطبيقها، وتبين وجود علاقة ارتباط دالة احصائيا بين مدى متابعة العينة لبرامج المرور ومدى قيام الفضائيات في نشر الوعي المروري لدى الافراد، كما ان هنالك علاقة ارتباط دالة بين كثافة مشاهدة العينة لبرامج المرور ومستوى الحصول على المعلومات عن الوعي المروري من التلفزيون، ويوجد فروق بين متوسطات العينة نحو دور القنوات الفضائية في نشر الوعي المروري.

الكلمات المفتاحية: التلفزيون، الجمهور، المرور، التوعية، ميدانية.

INTRODUCTION

Awareness is one of the most important jobs carried out by the media in various fields, and it is concerned with providing news and topics to the receiving audience. Therefore, the media undertakes a social responsibility to spread traffic awareness among the public, which is the subject of research by presenting a field study of a sample of the community in order to identify the level of traffic awareness and the role of satellite channels in its development.

FIRST: METHODOLOGY OF RESEARCH
RESEARCH PROBLEM

The research problem can be identified by asking the question: What is the role of satellite TV in forming traffic awareness and preventing accidents? And the following sub-questions:

What are the levels of traffic awareness of the audience receiving the traffic satellite programs?

What is the role played by satellite channels in spreading traffic knowledge?

How well does the sample follow up on TV traffic programs?

What are the causes of traffic accidents?

What are the methods that contribute to spreading traffic awareness?

RESEARCH IMPORTANCE

The importance of the research lies in dealing with one of the important problems and issues after the increasing number of traffic accidents and the resulting human and material losses that negatively affect the development and development of society, so the importance is to spread traffic awareness, which is one of the important concepts that require further research and study Also, this research is an attempt to spread awareness, education and guidance by shedding light on the role of the media, especially television, and the research deals with this topic with a scientific treatment that contributes to awareness and reduces traffic accidents that occur as a result of lack of awareness and perception of traffic instructions and laws, and linking the role of television programs to traffic awareness With the audience.

SEARCH OBJECTIVES

1. Knowing the extent of traffic awareness among the public.

2. Defining the role of satellite channels in spreading traffic awareness.
3. Clarify the extent of the sample's follow-up to TV traffic programs.
4. Knowing the extent to which the public depends on satellite channels to obtain traffic information.
5. Determine the causes of traffic accidents.
6. Determining the means of spreading traffic awareness.

SEARCH HYPOTHESES

1. There are differences in the demographic characteristics of the sample towards watching TV traffic programs.
2. There is a significant correlation between the sample's intensity of watching traffic programs and the level of obtaining information about traffic awareness from television.
3. There are differences between the sample averages in the role of satellite channels in spreading traffic awareness.

RESEARCH METHODOLOGY

The descriptive survey method was used, which is the most appropriate method for research to obtain information to study the phenomenon, its characteristics and characteristics.

RESEARCH COMMUNITY AND SAMPLE

The research community is represented in the center and outskirts of Baghdad. An intentional sample was taken from vehicle drivers, and the sample consisted of (280) individuals, males and females with different characteristics.

SEARCH TOOL

The observation tool was used with the aim of obtaining information on the characteristics of the research sample, the factors affecting it, and following up on television programs that pertain to traffic. The questionnaire form tool that was presented to the experts, was modified and distributed by (280) forms ready for analysis.

SEARCH LIMITS

Spatial domain: The spatial domain is determined by the most urgent in the city of Baghdad, the periphery and the center.

The temporal domain: The temporal domain of slaughter is determined in the period 1/1/2020 - 31/12/2020.

VALIDITY AND RELIABILITY TEST

The apparent validity of the questionnaire was tested by presenting it to specialized professors who gave their scientific observations that were evaluated from the questionnaire questions and were finalized.

Stability was tested using (Alpha Cronbach), and the stability factor was (80.5).

STATISTICAL METHODS

Use the statistical program spss in analyzing the results of the questionnaire. It used the test factor chi, the Pearson factor test, the ANOVA test and the Alpha Cronbach test for the stability of the test.

Sample traffic television programs:

The Safety Way Program: A weekly program that will be shown on Afaq satellite channel, which will be shown on Wednesday at 7 pm

Traffic pause program: a weekly program that is shown on the Iraqi satellite channel.

DEFINITION OF TERMS

Role: A role is defined as being related to specific attitudes, specific behaviors, and the position of the individual through the job he performs in society (Shabani, 2006).

Satellite TV: They are channels broadcast from the satellite network whose paths are defined at a certain angle that transmit signals in specific directions as they rotate around the earth (**Abdul Nabi, 2010**).

Consciousness: Consciousness is defined as the state in which a person's mental state is aware of his natural surroundings through the senses possessed by the perceptions and the senses possessed by the person (**Khadour, 2007**).

Traffic accidents: are the damages resulting from a collision between one vehicle and another, or vehicles and public property, which leads to slight or large material and moral losses that may lead to human life as a result of deviation from the road or failure to abide by traffic rules (**Al-Asiri, 2009**).

PREVIOUS STUDIES

- The study **Fatiha (2012)** entitled (The Role of the Media in Awareness and Prevention of Traffic Accidents in Algeria) The study aimed to know the means used by the media in traffic awareness. A comparative exploratory study was conducted between rural and urban areas. The most prominent of which is the presence of media influences on people, some of which are social, including economic and cultural, and there are influential factors and variables, each of which has its role in influencing the personality of the individual in addition to the effects of the family, institutions and others, and the results of the causes of accidents vary between urban and rural.
- The study **Architecture (2018)** entitled (The Role of Jordanian Television in Providing University Youth with Traffic Safety Information) The study aimed to find out the intensity of university youth's viewing of programs and brochures on traffic safety on Jordanian television and the sources of information for Jordanian university youth and the motives for watching traffic safety programs. The study consisted of 400 respondents and came out with results, the most important of which is that the intensity of Al-Hinah's follow-up to traffic programs on Jordanian television has a role in the level of information that Jordanian youth get.
- The study of **Illah (2019)** entitled (The role of the media in shaping traffic awareness and reducing accidents from the youth point of view), which is a field study aimed at knowing the role of the media in increasing traffic awareness and avoiding accidents, and identifying differences in demographic data in the level of awareness. The sample is from 200 respondents using a simple random sampling method. The study yielded a set of results, the most prominent of which is the positive role of the media in increasing traffic awareness, and that there are differences in the sample's attitudes towards the role of the media in traffic awareness.

THEORETICAL FRAMEWORK

Satellite television channels are characterized as an effective means of influencing the audience due to the advantages they receive in terms of image and sound, keeping up with events in the world at the fastest possible speed, in addition to the persuasive and influential ability.

The media plays an important role in awareness, as it is one of the basic functions that the media performs due to the distinct characteristics that it possesses, and through the days of its role in achieving social responsibility towards society and developing individuals' sense of responsibility and integrating them in turn in order to evaluate incorrect behaviors and spread positive behaviors through communication and media programs. Educational, to avoid traffic accidents (**Obakat, 2007**).



The media also has the ability to influence behavior, opinions and ideas by achieving specific goals (**Ahmad, 2017**).

The media works to provide the public with facts and information, which leads to the formation of knowledge and perception to form a public opinion on various problems and issues (**Fatiha, 2012**).

The various media outlets provide and communicate information to individuals and educate them, and contribute effectively to the development of various projects (**Shaban, 2017**).

It is known that it affects the attitudes of the masses through the programs they provide, which is reflected in both positive and negative human behavior (**Shaban, 2019**).

Traffic awareness: Traffic awareness targets a person who has comprehensive knowledge of traffic culture from traffic rules, regulations, roads and vehicles, knowledge, awareness and learning come from the accumulation of information and experiences in the individual and from the daily practice of the general life of the individual (**Khadour, 2007**).

Traffic awareness includes the ability of a person to understand and know aspects related to the traffic aspect, its rules, and the routes of roads and vehicles.

Traffic awareness spreads knowledge among all citizens by practicing positive behaviors to adhere to traffic rules and regulations, and correcting their misconceptions by persuading people to provide sound information to achieve safety and public safety (**Bayan, 2010**).

The importance of traffic awareness is evidenced by preventing traffic accidents, adhering to the etiquette and ethics of driving vehicles and traffic instructions, and obeying general laws.

Traffic awareness is linked to respect for the provisions of the law and its legislation and to refer to it, and it is above all a kind of prevention of traffic accidents, knowledge of signs and regulations, which makes the individual be positive in his behavior and adherence to the traffic system (**Hamrani, 2010**).

Traffic awareness aims to form cognitive and intellectual trends by providing information and developing positive behaviors that replace negative ones in order to achieve the principle of traffic safety (**Tabani, 2012**).

It is necessary for awareness to have basics in the social and educational upbringing of the individual, and it must be placed within the media education in educational institutions and schools due to its importance in the formation of the individual's personality and his social responsibility towards the traffic field (**Al-Saied, 2008**).

PRACTICAL SIDE

1. Demographic data for the sample:

Table (1): the sample description.

Details	Categories	Number	Percentage (%)
Type	Males	183	65.4
	Female	97	34.6
Age categories	20-30	83	29.6
	31-40	89	31.8
	41-50	52	18.6
	51 or more	56	20
Educational level	primary	5	1.8
	Medium	19	6.8
	Junior high	80	28.6
	diploma	15	5.4
	BA	131	46.7

	Postgraduate	30	10.7
Social status	Unmarried	80	28.6
	Married	150	53.6
	absolute	46	16.4
	Widower	4	1.4

It is evident from the results of (Table, 1) describing the sample that the percentage of males is (65.4%) by the number (183) while the percentage of females was (34.6%) with (97) from the sample. The highest percentage of the sample is for the age group (31-40) with a percentage of (31.8%), followed by the age group (20-30) at a rate of (29.6%) with (83), and the group (51 and more) got (56) with (20%), and the category (41-50) came with (52). (18.6%). As for the educational level of the sample, it came first in the bachelor's category with (131), at a rate of (46.7%), followed by the preparatory category with (80) and at (28.6%), and the number of those with higher degrees was (30) at a rate of (10.7%) of the sample. The marital status of the sample members is that a married group got (150) at a rate of (53.6%), and the category was unmarried with (80) at a rate of (28.6%), then followed in the ranking by an absolute group with (46) at a rate of (16.4%).

2. Watching satellite channels:

Table (2): the extent of watching satellite TV.

Watch satellite TV	duplicates	Percentage (%)
Always	143	51
Sometimes	127	45.4
Scarcely	10	3.6
Total	280	100

(Table,2) the extent of the sample's viewing of satellite television, and the results indicate that the majority of the sample, with a total of (143) frequencies, (51%), answered they always watched satellite channels, while the total number of (127) frequencies (45.4%) answered that they sometimes watched satellite channels.

3. The extent to which traffic programs are monitored on satellite television:

Table (3): the extent of follow-up of traffic programs on satellite television

The extent to which traffic programs are monitored	duplicates	Percentage (%)
Always	118	42.1
Sometimes	141	50.4
Scarcely	21	7.5
Total	280	100

(Table,3) the extent of the sample's follow-up to TV traffic programs, so the highest percentages of those who answered sometimes followed traffic programs with a total of (141) at a rate of (50.4%), and a total of (118), with a percentage of (42.1%), answered that they always follow the traffic programs in satellite channels.

4. Hours of watching traffic programs:

Table (4): the sample viewing intensity for traffic TV programs.

Watch traffic hours	duplicates	Percentage (%)
Less than an hour	134	47.8
One to two hours	146	52.2
More than two hours	-	-
Total	280	100

(Table, 4) the intensity of the sample's viewing of TV traffic programs that the highest percentage of the sample watched from one to two hours, with a total of (146), at a rate of (52.2%), and that a total of (134), or (47.8%), watched traffic programs from one to two hours.

5. Traffic programs provide what meets the public's need for knowledge:

Table (5): the extent to which traffic programs meet the public's need for knowledge.

Traffic programs provide what meets the needs of the public	duplicates	Percentage (%)
Always	133	47.5
Sometimes	136	48.6
Scarcely	11	3.9
Total	280	100

(Table,5) the extent to which traffic programs meet the public's need for knowledge through the topics they provide, as the highest response rate is sometimes a total of (136) with a rate of (48.6%), while a total of (133) responded with a rate of (47.5%) that traffic programs always Provide what meets the needs of the public of knowledge.

6. The media has a major role in spreading traffic awareness:

Table (6): the level of obtaining traffic awareness information from television.

The level of obtaining information on traffic awareness from television	duplicates	Percentage (%)
Always	148	52.9
Sometimes	122	43.6
Scarcely	10	3.6
Total	280	100

(Table,6) the level of obtaining information about traffic awareness from television from the viewpoint of the sample, as the highest response rate is always a total of (148) with a rate of (52.9%), while those who answered sometimes total (122) at a rate of (43.6%).

7. Causes of exposure to traffic accidents:

Table (7): the causes of traffic accidents.

Causes of traffic accidents	duplicates	Percentage (%)
Lack of awareness of traffic laws and regulations	97	34.6
Indifference and lack of responsibility	67	23.9
The constant traffic jam on the streets	6	2.1
Weak traffic control	3	1.1
Poor enforcement of strict laws on violators	42	15
Taking drugs while driving a vehicle	44	15.7
Talking on a mobile phone while driving a vehicle	21	7.5
Total	280	100

(Table,7) the reasons for the occurrence of traffic accidents that the highest percentage was obtained by the reason (lack of awareness of traffic laws and regulations) with a total of (97), at (34.6%), followed by the reason (indifference and lack of sense of responsibility) with a total of (67) at a rate of (23.9%) The reason (drug use while driving the vehicle) came to a total of (44), at a rate of (15.7%), and the reason (weak enforcement of strict laws on violators) got a total of (42) by (15%), and a total of (21) indicated (7.5%). The reason is (talking on a mobile phone while driving a vehicle) in the occurrence of traffic accidents, and I got the lowest answers (constant traffic congestion on the streets) and (poor traffic control).

8. Methods of spreading awareness and traffic culture:

Table (8): methods of spreading awareness and traffic culture.

Methods of spreading awareness and traffic culture	duplicates	Percentage (%)
Follow TV programs related to traffic	35	12.5
Developing a sense of social responsibility among community members	35	12.5



Adhere to traffic rules and regulations	71	25.4
Increase traffic awareness among the public through posters and pictures	48	17.1
Familiarity with traffic lights on the roads	54	19.3
Practicing road ethics and manners and driving vehicles	37	13.2
Total	280	100

(Table,8) methods for spreading awareness and traffic culture show that the highest percentage is (adherence to traffic rules and regulations) with a total of (71) at a rate of (25.4%), and the answer (familiarity with traffic signs on the roads) got a total of (54) at a rate of (19.3%) While a total of (48) responded with (17.1%) to (increase traffic awareness among the public through posters and pictures), and a total of (37) indicated (13.2%) on (practicing ethics and road manners and driving vehicles), and the two partners got (follow-up programs Television specializing in traffic) and (developing a sense of social responsibility among community members) on a total of (35), with a percentage of (12.5%).

9. The role of satellite channels in spreading traffic awareness:

Table (9): the calculation of the arithmetic mean and the standard deviation to test the scale of the role of satellite channels in spreading traffic awareness.

The role of satellite TV in spreading traffic awareness	mean	standard deviation
Satellite channels contribute to spreading traffic awareness	2.892	0.309
Satellite TV provides the largest amount of traffic knowledge	2.778	0.494
Poor traffic programs are the reason for the lack of traffic awareness	2.807	0.395
Most of the information I knew about traffic laws was from traffic programs	2.782	0.413
Taking the advice provided by traffic programs and civilized awareness	2.796	0.429
Adherence to traffic instructions reduces accidents	2.839	0.367
Traffic accidents cause social and material losses to people and society	2.871	0.335
Provide strict security measures that regulate traffic issues	2.650	0.477
TV programs reduce traffic accidents	2.635	0.768

It is clear from (Table,9) the arithmetic mean and standard deviation of the role of satellite channels in spreading traffic awareness, as it was found that the phrase (satellite channels contribute to spreading traffic awareness) is the sum of those who agree with it (250) with a ratio of (89.3) and got the arithmetic mean (2.892), which is greater than the value The hypothesis mean (2) and the value of the standard deviation (0.309), and the sum of (228) with a percentage of (81.4) agrees with the phrase (satellite channels provide the largest amount of knowledge about traffic) with the value of the arithmetic mean (2.778) which is greater than the value of the hypothesis (2) and the value of The standard deviation is (0.494), and as for the phrase (poor traffic programs cause a lack of traffic awareness), the total of (226) who answered that they agree with it with a percentage is (80.7) with the value of the arithmetic

mean (2.807) which is greater than the value of the hypothesis (2) and the value of the standard deviation (0.395), and the phrase (most of the information I know about traffic laws was from traffic programs) got a total of (219) neutral with it with a ratio of (78.2) with the value of the arithmetic mean (2.782) which is greater than the value of the hypothesis (2) and the value of the standard deviation (0.413), and the total of (226) corresponds to (80.7) with the phrase (taking the advice provided by traffic programs A civilized awareness) of the value of the arithmetic mean (2.796), which is greater than the value of the hypothetical mean (2) and the value of the standard deviation (0.429), and the sum of (235) of (83.9%) indicated that they agree with the phrase (compliance with traffic instructions reduces accidents) with the value of the arithmetic mean (2.839) which is greater than the value of the hypothetical mean (2) and the value of the standard deviation (0.367), and the total of (244) at a rate of (87.1%) agrees with the phrase (traffic accidents cause social and material losses to people and society) with the value of the arithmetic mean (2.871), which is greater From the value of the hypothesis mean (2) and the value of the standard deviation (0.335), and the total of (182) at (65%) agrees with the phrase (providing firm security measures that regulate traffic issues) with the value of the arithmetic mean (2.650) which is greater than the value of the hypothesis (2) The value of the standard deviation is (0.477), and the sum of (228) indicates (81.4%) who do not agree with the phrase (TV programs limit traffic accidents) with the value of the arithmetic mean (2.635) which is greater than the value of the hypothesis (2) and the value of the standard deviation (0.768) While the total of (162), by (57.9%), agrees with the statement (Do not rely on obtaining controls and traffic information from the media) in the mean value The arithmetic (2.307) is greater than the hypothetical mean value (2) and the standard deviation value (0.870).

Hypothesis test

The first hypothesis: There are differences in the demographic characteristics of the sample towards watching TV traffic programs

Table (10): differences in the demographic characteristics of the sample and the extent of follow-up programs to pass the CHI test.

The value of the chi	Significance level p-value	Level of morale	Degree of freedom	Relationship type
54.212	0.000	0.05	6	Function

(Table, 10) that the value of the chi parameter test (54,212) with significance level (0.000) is smaller than the level of significance (0.05), which indicates proof of the hypothesis and that the demographic characteristics of the sample formed significant differences towards following TV traffic programs. The existence of a statistically significant correlation relationship between the extent of the sample's follow-up to traffic programs and the extent to which satellite channels spread traffic awareness among individuals.

The second hypothesis: There is a significant correlation between the extent of the sample's follow-up to traffic programs and the level of obtaining traffic awareness information from television

Table (11): the relationship of the correlation between the intensity of the sample's viewing of traffic programs and the level of obtaining information about traffic awareness from television.

Pearson correlation coefficient value	Significance level p-value	Level of morale	Relationship type
0.700	0.000	0.05	Function

(Table,11) that the value of the Pearson correlation coefficient (0.700) with the level of significance (0.000) is smaller than the significant value (0.05), which indicates the validity of the hypothesis. Television.

The third hypothesis: There are differences between the sample averages in the role of satellite channels in spreading traffic awareness

Table (12): differences between the sample averages in the role of satellite channels in spreading traffic awareness.

Test value (F)	Significance level p-value	Level of morale	Degree of freedom	Relationship type
295.268	0.000	0.05	1	Function

It is evident from (Table,12) that the value of (F) test is equal to (295.268) and the degree of freedom (1) at the level of significance (0,000), which is smaller than the level of significance (0.05), which indicates the existence of differences between the sample averages towards the role of satellite channels in Spread traffic awareness.

RESULTS AND CONCLUSIONS

1. Traffic awareness is of great importance as perception and understanding of traffic laws and traffic instructions reduce the occurrence of traffic accidents and abide by and respect the rules and regulations.
2. The results show that there is a large percentage of viewership of satellite channels, as 51% of respondents said they always watch satellite channels, and this indicates the importance of television as a public means that has its place and influence on the public in disseminating and consolidating information.
3. The percentage of (50.4%) of the sample follow traffic programs, which indicates the existence of good follow-up of traffic programs.
4. There is a large percentage of the public following traffic programs at a rate of one to two hours at a rate of (52.2%), and this indicates the presence of interest from the public in receiving information through traffic programs and getting acquainted with the general rules and their application.
5. The results indicate that traffic programs sometimes meet the needs of the public for information by 48.6%. This indicates that the programs need to develop the type of information they provide, and they must follow the needs of the public in the programs and endeavor to present them.
6. The absence of traffic awareness among the public is evident by identifying the causes of traffic accidents, most notably the lack of awareness of laws and traffic regulations by (34.6%), and indifference and lack of sense of responsibility by (23.9%).
7. The public needs specific methods to spread traffic awareness and reduce the occurrence of traffic accidents by adhering to traffic rules and regulations by (25.4%), and familiarity with traffic signs on the roads by (19.3%), as well as increasing traffic awareness among the public through posters and pictures by a percentage (17.1%)
8. It is evident that the public has a strong agreement regarding the role of satellite channels in spreading traffic awareness.
9. Proving the hypothesis that there is a statistically significant correlation between the extent of the sample's follow-up to traffic programs and the extent to which satellite channels spread traffic awareness among individuals.
10. The results of the validity of the hypothesis that there is a significant correlation between the sample's viewing intensity of traffic programs and the level of obtaining traffic awareness information from television.

11. Proving the hypothesis that there are differences between the sample averages regarding the role of satellite channels in spreading traffic awareness.

RECOMMENDATIONS

1. Intensifying traffic awareness programs through audiovisual media.
2. The interest of educational institutions to place traffic awareness materials within the school curricula to teach them to school students.
3. Carrying out future studies interested in researching traffic awareness from various new aspects.

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