

The study of the impact of visual media on the Ardebil citizens' political awareness during the years 2014 to 2018

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The purpose of this research is to investigate the impact of mass media in the political context of the citizens of Ardebil. The method of this research is library and field research. This research is a descriptive correlational and post-event type. The statistical population of this study consists of all citizens (men and women) of Ardebil who reside in this city in the years 1997-96. The number of citizens aged 20 years and older is about 529,374, using Morgan's table, 368 of these citizens are being tested as samples. To examine the data, descriptive statistics including mean, standard deviation, frequency tables and percent frequency were used. To test the hypotheses, Sperman correlation coefficient, Pearson correlation coefficient was used. Results There is a relationship between mass media and political awareness of citizens. With the increase in the use of mass media by citizens of the study group, their political awareness also goes up. There is a relationship between the use of virtual networks and political awareness of the citizens of the city of Ardebil. The greater the amount of virtual network use, the higher the level of political awareness. There is a relationship between the use of political television and citizen awareness. The higher the use of television, the higher the level of political awareness. There is a relationship between the use of the press and the political awareness of citizens. The greater the use of the press, the greater the level of political awareness.

Keywords : Mass Media - Virtual Space - Television - Press - Political

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