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The Relationship between the Semiology Design of Electronic News sites in Forming a Virtual Reality for the Adolescents

Thesis Submitted for obtaining of PH.D in studies of Mass
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Summary

INTRODUCTION:

No doubt that the invention of the computer was the real key to the appearance of the problems of the virtual world, so consider the appearance of the computer and the emergence of new communication technologies also the multimedia and communication through the Internet in preparation for a culture created by adolescents and children and a large segment of young people, perhaps youth are finding unique peculiarity in that virtual worlds among news sites full of ideas, ideologies, values that instill in them various tendencies, and exotic and new trends which received positively or serious and expresses through different thinking patterns and behaviors prevailing culture in their society, and that virtual worlds are honing their imagination and give them some satisfactions help them in the real life the best evidence for this is the emergence of social networking sites in political life and in the Arab street after Arab spring revolutions.

And with the emerging role of news websites in the daily life due to it's interactive, speed and multiple sources and news media, also contain common cultural patterns and communication among different audiences which contributed to break the barriers of isolation of space and time to clear contribution to news sites in the transfer of information in written and image and audio on some videos by using interactive audiovisual language

So they created a fictional or hypothetical reality parallel to our reality, though relevant content but the design is no less whatever the value of the

benefits accruing to the reader from the content, because the form is the key to access to knowledge , design is communication and editorial process for ideas in the visual arts and each semantic structure design to provide a virtual world composed of symbols, signals, signs, connotations, should realize it's features, analyze it's dimensions, construed, interpret the formats, and dismantle the semantic structure to become close to understanding.

PROBLEM OF THE STUDY:

The problem is the following main question "what is the relationship between semiology of web designs of the news sites and the formation of virtual reality in adolescents?"

IMPORTANCE OF THE STUDY:

1. Helping the responsible of electronic news sites by identifying the characteristics of their audience from adolescents and setting scientific criteria to craft the message connectivity provided to this audience, and then the expansion of the spread and influence of attraction for this audience
2. understand the communicative basis to design websites and their relationship with the virtual reality created by technology, for a deeper understanding of persuasive capacities aimed their ideas, ideologies beliefs of adolescents which contributes a lot in understanding how these areas are sides
3. Highlight the aspect of design for news sites where creative activity has expressive and communication characteristics, deserve study and analysis and monitoring which provides a fertile field for research in contact with

what we might call contact via design which have communication capabilities and persuasive abilities imposes itself

4. Providing media library with studies about semiology and design semantics of news websites, that's what the researcher find (to his knowledge) low relative to these studies and science in Egypt.

STUDY OBJECTIVE:

1. Identify the semiology design elements in electronic news sites.
2. Detection of non-verbal symbols used to design electronic news sites, and identify it's meanings.
3. Identify the conduct which arises from the elements of the design of electronic news sites to adolescents.
4. Detect perceive adolescents to virtual reality through their use of electronic news sites.

STUDY HYPOTHESES:

1. There is a statistically significant correlation between the averages degrees of adolescent study sample of interviewees on the scale of the behavior which raised by design elements in electronic news sites and between the averages of their grades on a scale of formation of virtual reality.
2. There is a statistically significant correlation between the averages degrees of adolescent study sample of interviewees of to measure their direction towards design through their use of electronic news sites and between the averages of their grades on a scale of formation of virtual reality.

3. There is a statistically significant correlation between the averages degrees of adolescent study sample of interviewees to measure absorbed the meaning of symbols and icons used in design of electronic news sites and between the averages of their grades on a scale of formation of virtual reality.

STUDY TYPE AND METHOD:

This study is descriptive studies. It used a systematic sample survey with it's two apartments in field and curriculum semiology analysis method.

STUDY SAMPLE:

The field study was applied to intentional sample of adolescent users of news websites from universities (AIN SHAMS, KAHR EL-SHIKH – OCTOBER 6-PHAROS) total strength (400) person (200 male – 200 female) ranging in age (18:21) years distributed by repeating (100) students from each University and 25% divided between 50 males and 50 females of every University

semiology analysis has been done to design of main pages (the first page) for electronic news sites (AL YOUM AL SABEE –AL WAFD ELECTRONIC GATE – VETO GATE-AL BAWABA NEWS) during the period from December 2016 to July 2016.

STUDY RESULTS:

A. results of the field study:

1- The high percentage of browsing online news sites where always came by 20%, and sometimes by 55%, and rarely by 25%

- 2- The means by which attracts the attention of respondents to read specific topics in the news websites, first title 70.8%, in the second order cartoons and caricature by 33%, and in the third arrangement in the fourth order live audio for the event by 29% ranking fifth author name by 26.3%
- 3- The role of design in give respondents an idea of electronic news site contains topics, yes 30.5%, and sometimes by 57%, while the proportion who see that design doesn't gives an impression of what
- 4- Icons and logos used with electronic news sites role in directing readers to read the text; 39% said yes, sometimes by 47.3%, while the ratio of does not believe that there is a role for icons and logos used on the site in direct browsing text 13.8%
- 5- Color functions of electronic news sites from the perspective of respondents first attracts me to some topics 64.5%, The second arrangement give an incentive and interest to continue to pursue the site by 41.8%, third guide me to the most important topics on site by 37.5%, In the fourth order creates design aesthetics and confirmed by 32% and in the fifth order affect my mood either sadness or joy by 21%
- 6- the respondents' attitudes towards the design of news sites on the Internet, the first design helps access easily to topics and discovered with arithmetic mean 1.55, in the second arrangement design helps to admiration and raising interest in news site with arithmetic mean 1.48, And in the third design help to understand the contents of the topics and easy mobility between paragraphs with arithmetic mean 1.35, and in the fourth order design helps to feel pleasure while using news website arithmetic mean

1.27, And in the fifth arrangement design helps the preference of some news sites on the other arithmetic mean 1.26

7- The study pointed out several behaviors raised by design elements news sites among adolescents, including raise curious to browse in the first arrangement with arithmetic mean 1,432, it's suitable for my nature and in harmony with my general mood in second order with arithmetic mean 1.320, And because it increase my interest in the subjects published in the third order with arithmetic mean 1.310, And it's giving me a case of admiration and enthusiasm for continuing to follow it in the fourth order arithmetic 1.237, And as they increase my concentration while reading in the fifth order with arithmetic mean 1.177.

8- Respondents responses came to gauge their perception of virtual reality through their use of electronic news sites ,the virtual reality represents an opportunity to escape from reality in first order with arithmetic mean 1.355, it offers training and high quality services enriches experiences on second order arithmetic 1.270, And news sites provides a suitable opportunity to express opinions and directions freely in third order with arithmetic mean 1.260, because using the sites frequently leads to addiction and cause loss of time in the fourth order with arithmetic mean 1.252.

9- The reasons of respondents for resorting to virtual reality through electronic news sites, In the first Exchange of information by 68.8%, in the second to reach the people of specialization by 28.5%, And in the third arrangement of mutual benefit by 40.3%, and in the fourth order chatting freely without restriction by 31.5%, in the fifth order escape from problems

by 33.8%, and in the sixth ranking ability to express my opinions in writing better by 0.5%.

B. analytical study results:

- 1- Semiology of colors in news websites has emphasized the important functions including:
 - Attracting attention is the main use of color, contrast raise attention and increases the value of the page.
- 2- Some benchmarks to use colors in design news websites including:
 - When using more than one color, you must reserve the darker color for basic information.
 - The color used as a background for text letters and headings should be light to ensure easy reading for these letters.
 - Black color has high density and so preferred to use in writing headlines and main text because of It's force of appearing - especially on light-colored backgrounds.
- 3- Semiology of elements of organizational separation used in news websites stressed several functions as follows:
 - It has aesthetic values to consume the white areas in topics In a way that allows the comfort for the reader eyes.
 - Select shapes by Select contact relationships or the separation of page spaces occupied by editorial articles.
 - Dividing the space , highlight the areas , organizing the reading so do not confuse the reader's eye between adjacent materials.

4- The relationship between the signifier and the signified (the relationship between the symbol and meaning) of photos in news sites:

- Confer attributes or features for content or message as gravity and credibility.
- Supporting communication message as the embodiment of meaning or strengthen their meanings.
- Transfer of feelings ,sensations ,emotional ,psychological situation and mood and express them to others.
- Promote advocacy and seduction and attraction and promotion.
- Refer to reality and deepen its description.

5- relationship between the signifier and the signified (the relationship between the symbol and meaning) of the symbols of networking sites and communication services in news sites:

- Promote advocacy and seduction and attraction and promotion.
- Confer attributes or features for content or message as gravity and credibility.
- Strengthening of Communicative Message.