Original Article

The Impact of Video Journalism on the Media Promotion of Political Parties in Jordan and Its Role in Raising Awareness Among Jordanian Youth

Asem Khaleel Kreishan [a,*]

[a] Department of Journalism, Faculty of Mass Communication, Cairo University, 1 Gamaa Street, 12613 Giza, Egypt.
[*] Correspondence: kreishan.asem2009@hotmail.com (A.K.K.)

Abstract: This study explores the role of video journalism in promoting political parties and increasing political awareness among Jordanian youth. It specifically examines the impact of political videos on shaping public opinion and encouraging political participation among young people, while also assessing the quality and clarity of the content presented in these videos. The findings reveal that political films play a significant role in enhancing youth understanding of political parties, with most participants reporting exposure to political video content related to Jordanian election campaigns. Additionally, the results indicate that such videos contribute positively to youth engagement in political activities, although the overall influence is moderate. However, the study also highlights critical concerns regarding the quality of the political content, particularly its ability to simplify complex topics for easier comprehension. These shortcomings suggest a need for more accessible and educationally effective content tailored to young audiences. The research emphasizes the importance of leveraging video journalism and social media platforms not only to promote political agendas but also to foster meaningful civic engagement. To maximize the impact of political video content, it is essential to improve production quality, focus on content clarity, and implement strategic distribution methods to reach a wider audience. Furthermore, the study recommends expanding future research to include larger and more diverse samples, allowing for broader and more representative insights into the influence of visual media on youth political engagement in Jordan.

Keywords: Video Journalism; Media Promotion; Political Parties; Raising Awareness; Jordanian Youth

1. Introduction

In recent years, social media have been more prevalent in everyday life, serving as a primary source of information and enjoyment (Kostić & Šarenac, 2020). The consumption of video material has surged, propelled by technical advancements and the heightened use of mobile devices (Apasrawirote et al., 2022). The short video format has gained popularity, with platforms such as TikTok, Instagram, and YouTube serving as crucial instruments for this material (Shutsko, 2020; Allam & Dinana, 2021; Zeng et al., 2021). As media sectors converge and conventional media integrates with new media, the news creation process is modified to satisfy emerging needs (Katsirea, 2024). The audience now needs digital and interactive news information that is accessible anytime and anywhere. The convergence

and integration of the newsroom have become multimedia reporting a prevalent trend in the media business (García-Perdomo, 2021). This shift has influenced journalists' working practices in several ways. In the converging media sector, video journalism practices arose to meet the increasing need for efficient news creation (Izzati, 2020).

In this rapidly evolving technology era, video journalism provides several advantages for both journalists and media organisations (Brigas et al., 2023). The benefits justify the need for media organisations to use video journalism practices in the production of their news material (Romodanovskaya, 2024). The primary benefit of video journalism is its accessibility, allowing journalists to generate news material with a single device, namely a cell phone. The ability to generate news information with a single device enhances the mobility of the journalist. Reporting and capturing film have gotten more efficient since video journalists use little reporting equipment and fewer crew members (De Rose & Lakshmni, 2021). The use of minimum equipment facilitates video journalists in interviewing their sources, since it reduces intimidation. Another benefit is that video journalism practice boosts a journalist's creativity, allowing for experimentation with various methods of news creation and diverse perspectives on the issue (Surjandy et al., 2023).

Video journalism technique also allows media organisations to effectively reduce the number of journalists in the workplace (He, 2022). Despite the controversy surrounding this issue, as the journalism industry faces threats from technological advancements, the use of video journalism has shown cost-effectiveness for media organisations (Sunarya et al., 2020). In an age when viewers choose digital material, video journalism allows media organisations to concurrently generate news content and disseminate it across several platforms, including their own news websites and social media (Nadeem, 2023). This makes news information more attainable and accessible to diverse consumers. Content posted to social networks like YouTube may attract advertisements and be monetised, therefore earning revenue for media organisations (Galbe, 2024).

Media enterprises depend on video journalism practices to achieve multifunctional journalism at a reduced cost compared to conventional news (Gee, 2018). An increasing number of media businesses are adopting video journalism due to its cost-effectiveness and ease of implementation. Video journalism practices provide essential prospects for media to lower production costs, enhance speed, and facilitate efficient time management in the newsroom (Koşar, 2015). In conventional journalism, a team of reporters, cameramen, and more personnel participate in newsgathering and production; however, this whole process may now be executed by a single individual. However, in conjunction with this approach, the video journalist is anticipated to provide material for several media formats. Consequently, it is essential for organisations, particularly within the media sector, to adapt to emerging trends and investigate the possibilities of short films on social networks as a means of communication management to enhance resource optimisation (Tahat et al., 2022). This research seeks to examine the media promotion of political parties in Jordan and its impact on enhancing awareness among Jordanian youth by analysing the methods, best practices, and obstacles associated with this process (Al-Quran et al., 2022). Thus, this study seeks to investigate the influence of video journalism on political communication and youth awareness in Jordan, with a focus on its role in promoting political parties and engaging the youth audience.

2. Literature Review

As media sectors converge and conventional media integrates with new media, the news creation process is modified to satisfy emerging needs. The audience now needs digital and interactive news information that is accessible anytime and anywhere. The convergence and integration of the newsroom have become multimedia reporting a prevalent trend in the media business. This shift has influenced journalists' working practices in several ways. In the converging media sector, video journalism arose to meet the increasing need for efficient news creation (McAlister, 2019). Video journalism technique also allows media organisations to effectively reduce the number of journalists in the workplace. Despite the controversy surrounding this argument, as the journalism profession is jeopardised by technological advancements, the use of video journalism has shown cost-effectiveness for media organisations. In an age when viewers choose digital material, video journalism allows media organisations to concurrently create news content and disseminate it across several platforms, including their own news websites and social media. This enhances the reach and accessibility of news items to diverse audiences. Content posted to social networks like YouTube may attract advertisements and be monetised, therefore earning revenue for media organisations (Kreishan, 2024).

The advent of digital journalism and digital media, particularly video presentations, has garnered the interest of several netizens, scholars, and journalists (Xiang, 2019). Videos shown on digital media platforms represent a significant advancement, as they may be used for both professional and personal presentation. Journalists see videos on social media as a means to enhance their professional network, since social media platforms are conducive to video presentation. Audiences with diverse views and business aspirations may be readily accessed for marketing and promotional operations (Su et al., 2020). Digital Journalism, via the proliferation of videos, has prompted parties, particularly journalists, to alter their communication methods and the transmission of information, including material that captivates the public's attention. Social media may capitalise on several chances that engage not just local audiences but also content accessible to a global population. Journalists use social media with video technologies to facilitate the dissemination of news about public interest problems and other events, since contemporary digital media serve as

adaptable platforms favoured by youth and diverse audiences. Digital media platforms, particularly video, might alter perspectives of the media marketing of political parties and their role in enhancing public awareness (Karriker& Hartman, 2018).

The digital revolution, coupled with advanced technology, has facilitated significant advancements in the mass media industry. The advent of electronic gadgets, including radios, televisions, and computers, has triggered a communication revolution necessitating the rapid dissemination of information. With the advent of the Internet, the velocity of information is paramount. Audiences need current and real-time information (Gee, 2018). The phrase video journalism arises during the period of convergence. Bock characterises video journalism as the process of producing video news in which a single individual is responsible for shooting, writing, and editing news stories with digital technologies for distribution via broadcasting or broadband internet (Messineo, 2015). A video journalist is an individual responsible for news production, including investigation, interviewing, photography, video recording, and video editing, all performed independently. In light of the significance of political advertising in the contemporary digital era, it is widely believed that digital apps and social media platforms have substantially augmented political party propaganda and heightened young awareness. Advertisements formerly deemed costly have since decreased in price due to the emphasis on digital technology, which offers new and economical methods to attain promotional objectives. A research by Lamberton and Stephen (2016) indicates that digital technology substantially decreases advertising expenses in comparison to older methods.

Social media platforms like Facebook and TikTok have become integral to the life of young people, serving as powerful instruments for political advertising (Meral, 2021). Consequently, political parties must implement methods to cultivate their political image and augment their visibility among the youth. This may be accomplished by producing distinctive visual material, such as inventive films and superior advertising efforts, that have a significant impact on the target audience. Social media-based digital apps are effective instruments for generating high-quality visual material at little expense, necessitating just basic technology and proficiency in video production and editing. Consequently, the utilisation of mobile apps serves as a viable economic strategy for political party promotion, augmenting the capacity of parties to engage with youth and elevate their political consciousness (Ashley & Totten, 2015). As newspapers and television news organisations allocate more resources to online content, print reporters and photojournalists are using video cameras to create innovative narratives via their lenses. Producing multimedia video journalism involves more than just modifying conventional broadcast methods; it needs a novel perspective on audience interaction with news and evolving media technology (Lancaster, 2012). Video Journalism for the Web equips youth with fundamental skills and techniques essential for effective video journalism and documentary storytelling, encompassing shots, camera movements, sound, and editing. It also provides strategies for crafting engaging, character-driven narratives and leveraging social media to establish a successful career as a 'backpack journalist' (Juanna et al., 2024).

The globe is seeing swift technological advancement, augmenting the efficacy and impact of sophisticated advertising. Digital marketing is an excellent instrument for media promotion and has emerged as a potent method for engaging a broad audience. A prominent technique in this domain is the use of videos, since visual media facilitates the delivery of unique material that communicates messages immediately and efficiently. Videos are characterised as visual content that emphasises a certain subject or approach, designed to engage the audience and communicate messages effectively. Consequently, selecting appropriate video material is essential for fulfilling the propaganda objectives of political parties and enhancing young knowledge of pertinent problems. Research by Nezamova and Olentsova (2021) demonstrates that videos may elevate engagement rates and amplify the beneficial effects of media messaging. Considering the significance of these media, political parties might use video technology to formulate an original representation of their vision and programmatic content. This fosters the development of a robust and impactful image, augmenting their sway among youth, so facilitating a constructive transformation in their knowledge and engagement with political matters.

In the contemporary digital era, video marketing stands as one of the most effective tactics for advancing party politics and media propaganda. Video marketing is defined by its capacity to integrate visuals and audio, producing an engaging and significant experience for audiences (Isnawati et al., 2021). Videos may be disseminated over several social media platforms, including Facebook, Instagram, and YouTube, therefore enhancing the influence and efficacy of political messaging. This approach, termed video marketing, has emerged as a formidable tactic for establishing a robust political brand and fostering interactive connections with youth, since entertaining and meticulously produced films effectively capture interest and convert spectators into prospective supporters or voters. Political engagement is a crucial aspect of democratic government, including activities such as voting, engaging in political discourse, joining political parties, and participating in rallies and protests. Political engagement is crucial for democracy since it enables people to articulate their views and impact choices that effect their lives. Nonetheless, political engagement among the youth of Jordan has always been minimal (OECD, 2021). This results from individuals' apathy towards politics, restricted access to political knowledge, and a feeling of alienation from decision-making processes (Nyberg, 2021; Barrett & Pachi, 2019).

Apathy towards the issue is a contributing reason to the diminished young engagement in politics. According to the Arab Barometer poll (Arab Barometer 2019), just 32% of young Jordanians demonstrated an interest in politics, in contrast to 60% of older individuals. This is caused by their distrust in political institutions, the belief that political participation would not yield substantial change, and the perception that politicians are deceitful and self-serving. A further impediment to young political engagement in Jordan is restricted access to political information owing to its vagueness (OECD, 2021). Young individuals have a feeling of detachment from the political process due to their diminished engagement with political news and less exposure to political discourse. A further significant factor is the perception of isolation from decision-making, since young people believe their ideas are disregarded and they lack representation in politics. This may result in apathy and disengagement from the political process (Arab Barometer, 2019). Enhancing the political literacy and awareness of young people is essential to foster their engagement in politics. Public awareness campaigns, political outreach programs, and educational efforts may all contribute to this objective.

According to Kahne and Bowyer (2019), individuals in their youth are more inclined to engage in politics when they possess a greater comprehension of the significance of political engagement. Political actors must strive to address the demands and concerns of young people to guarantee that their viewpoints are included into the decision-making process. Third, initiatives should be implemented to enhance the representation of youth in political institutions. This may be accomplished by establishing quotas for young candidates in elections or by creating youth councils to provide counsel to decision-makers on matters impacting young people (Stockemer & Sundstorm, 2022). The increased use of digital technologies may therefore engage young people in political affairs. Social media platforms can disseminate political information, invigorate political conversation, and encourage young engagement in politics. The advancement of Jordan's democracy ultimately hinges on the engagement of youth in the political sphere. Nonetheless, the historically low participation rates of young individuals have impeded the nation's progress (Alodat et al., 2023). Measures must be implemented to enhance political education and awareness, cultivate trust among youth, augment youth representation in political institutions, and use digital technology to engage young people in the political process, hence increasing youth participation in politics. Implementing these measures may facilitate the involvement of youth in the political arena and actively influence the nation's destiny.

2.1. Theoretical Framework

The media influence theory serves as the suitable theoretical framework for examining the effects of visual news on Jordanian youth, particularly with the promotion of partisan politics. This theory is predicated on a profound comprehension of the media's impact on the development of public opinion and the inclinations of people and political factions. The media, particularly visual news, is seen as a crucial instrument for conveying political information; hence, its influence on the young in Jordanian society is essential for comprehending the dynamics of engagement with political media materials. Theory of media influence may examine the direct and indirect impacts of political films on young individuals, since these films play a role in forming their attitudes and ideas about various political parties. This theory elucidates the media's impact on human behaviour and beliefs, hence clarifying the function of visual news in fostering political consciousness among adolescents. Applying this theory to examine the effects of visual news on partisan media propaganda yields findings that affirm how political parties use media to influence young perspectives and enhance their political engagement. This theory also directs study on the media's impact on people' political perceptions, particularly in altering their comprehension of diverse political topics.

Historically, media impacts have often focused on a three- or four-phase paradigm, with each phase distinguished by either "significant" or "minimal" media effects (Bryant & Thompson, 2002; McQuail, 2010; Noelle-Neumann, 1973; Wartella & Middlestadt, 2012). The delineations of each phase are flexible but are often characterised by the advent of media technologies, the cultural context, and the methodologies, viewpoints, and ideologies used by the researchers of each phase. The first phase—a time of considerable impacts—commences in the 1920s and 1930s, often using metaphors such as "magic bullet" or "hypodermic needle," suggesting that messages and effects are directly injected into recipients. During this first phase, the significant influence of print, cinema, and radio permeated daily existence, attributing substantial power to media in moulding public opinion, attitudes, and behaviours. In this time, both people and scholars were apprehensive about the extensive, encompassing impacts that developing media like as cinema and radio may have on society. The enormous propaganda tactics initiated during World War I exacerbated these worries. According to lasswell (1927) is often seen as the principal figure in the first phase of media effects. Lasswell used the tenets of Freudian psychology, pragmatism, and political science to assert that a minority could successfully govern society and people via propaganda.

Simultaneously with the development of these ideas, a second, more minimal phase began in the 1930s. This era was characterised by the development of increasingly sophisticated scientific methodologies in communications theory (McQuail, 2010). This complexity led to investigations and tests that progressively challenged theorists' prior beliefs. During this phase, the theory of "personal influence" (Katz & Lazarsfeld, 1955) began to shape media effects theory, culminating in the contributions of Lazarsfeld's student Joseph Klapper (1960), who contended that the effects of mass communication primarily reinforced existing predispositions rather than directly altering them. During this era,

academics claimed that there was no direct or one-to-one correlation between media stimuli and audience responses. As media impacts study progressed and scientific methodologies matured, it became evident that media effects were not as direct as previously assumed. This methodology became recognised as the limited effects model.

The subsequent and third phase corresponded with the emergence of television in the post-World War II era. Although revisiting the ideas of Lasswell and his predecessors was no longer practical, it became conceivable to investigate the enduring impacts of media as crucial. The emphasis was on cumulative change, with media effects theory highlighting direct effects models (McQuail, 2010). Noelle-Neumann (1973), a researcher from that era who subsequently formulated the spiral of silence theory, advocated for a "return to influential mass media." During this period, the emergence of television in the 1950s and 1960s reintroduced the notion of influential mass media. The revitalisation of research allowed a shift in focus towards long-term impacts, cultural patterns, and institutional behaviours to dispel the "no effect" fallacy. The researchers condemned the traditional psychology-focused methodologies and advocated for approaches that included long-term media impacts, known as cumulative effects. A putative fourth phase has evolved during the 1990s (McQuail, 2010). The new phase signifies a resurgence of minimum media effects models and highlights constructivist models (McQuail, 2010). At this point, a more egalitarian perspective on media impacts has gained prominence, known as the social constructivist approach. This perspective contends that a significant portion of media activity involves the fabrication of reality, with the audience choosing whether to embrace the media's perspective.

Numerous modern theorists continue to categorise media impacts into three stages, and the historical discourse on media effects remains contentious, particularly when emerging ideas and methodologies challenge the conclusions of previous studies. Theorists have increasingly proposed alternative models of media impacts theory to broaden and challenge the many versions of the phase model. Lang and Lang (1993) contest the phase model and propose a paradigm that prioritises the examination of cumulative effects. According to perse (2001) proposes an alternative model including four categories of media effects: direct, conditional, cumulative, and cognitive transactional. Perse's model aims to provide a more sophisticated comprehension of the interaction between media content factors and audience variables, irrespective of the time period or medium. Neuman and Guggenheim (2011) examined five decades of communications research and contended that media effects theory is defined not by phases but by six overarching theoretical domains: persuasion theories, active audience theories, social context theories, societal and media theories, interpretive effects theories, and new media theories. These theoretical domains significantly intersect and illustrate the varied and fragmented methodologies used by media impacts researchers.

3. Materials and Methods

The research used a quantitative methodology. Quantitative research aims to elucidate phenomena by the collection of numerical data, which are then analysed using mathematically grounded approaches, particularly statistics (Aliaga & Gunderson, 1999). Quantitative research seeks to evaluate hypotheses by examining the relationships between measurable variables (Creswell, 2009). Quantitative approaches have historically been more prevalent in the social sciences, since natural sciences and its conventional methodologies were seen as a paradigm in this domain (Flick, 2009). Quantitative research is more realistic and objective, and scholars agree that quantitative approaches should be used when there is a hypothesis to test (Creswell, 2009; Sampson, 2012). Consequently, the quantitative research data collecting procedures used in this study concentrate on quantifying ideas and their interrelations via the measurement of variables. A fundamental characteristic of quantitative research is its neutrality and high generalisability. Quantitative research has a significant level of external validity. The results may be generalised (Saunders et al., 2011).

Descriptive research seeks to quantify the target sample during a certain timeframe, providing a straightforward account of the sample's demographic attributes. Despite the notion that this study is statistically uncomplicated, it offers a delineation of the variables that may assist a researcher in assessing the statistical outcomes inside the proper context (Creswell, 2009; Saunders et al., 2011). The research approach starts with the collection and analysis of literature. Performing a literature review was a crucial step in delineating the research topic and the foundational frameworks of this study. The literature review was a crucial component in advancing the research concerning theories and models associated with the influence of visual journalism on the media promotion of political parties in Jordan and its role in enhancing awareness among Jordanian youth, as well as in the broader Arab world. The researcher discerned the study gap after a comprehensive compilation of ideas, models, and variables. Subsequently, the research model was established with a series of hypotheses for evaluation. The questionnaire was designed after a study of prior research and consultations with professionals in the subject.

4. Results

Table 1 outlines the demographic characteristics and personal information of the research sample, shedding light on their potential influence on behaviors related to viewing political campaign films in Jordan. The majority of

respondents are male (67.3%), while females constitute 32.7%, suggesting that gender may play a role in engagement with political video content. In terms of age distribution, the largest group falls within the 20–29 age range (42.3%), followed by the 30–39 and 40–49 age groups, each representing 23.1% of the sample. Participants aged 50 and above make up the smallest segment at 11.5%, highlighting the predominance of younger individuals in the consumption of political media.

Table 1. Result of Demography Profile of Respondent (N=52)

Demography	Category	Frequency	Percent
Gender	Female	17	32.7
	Male	35	67.3
	20-29	22	42.3
Age	30-39	12	23.1
	40-49	12	23.1
	50 or more	6	11.5
	Bachelor	33	63.5
Education level	Diploma	2	3.8
	Graduate	17	32.7
	Other	11	21.2
	Media	14	26.9
Job	Student	3	5.8
	Member of A Political Party	3	5.8
	Employee	21	40.4

Also, educational attainment is relatively high among participants, with 63.5% holding a bachelor's degree and 32.7% possessing postgraduate qualifications, while only 3.8% have a diploma. This suggests that individuals with higher education levels are more likely to engage with political discourse and media. Regarding occupation, public sector employees represent the largest group (40.4%), followed by media professionals (26.9%), while students and political party members each account for 5.8%. This occupational diversity reflects a range of perspectives that may influence how individuals interpret political campaign films.

Table 2. Result of participants reported watching political campaign films (N=52)

Question	Category	Frequency	Percent
Have you ever seen videos related to political campaigns in Jordan?	No	6	11.5
	Yes	46	88.5

Notably, 88.5% of the participants reported watching political campaign films, indicating a strong interest in this medium as a tool for political communication and engagement.

Table 3. Result of The Impact of Video Journalism on the Media Promotion of Political Parties (N=52)

Question(s)	Mean	Std. Deviation
To what extent do you agree that video journalism helps promote the platforms of political parties in Jordan?	2.29	0.871
Do you think video journalism is more effective than traditional media in delivering party messages?	2.38	0.911
How do political videos influence shaping your personal opinion of political parties in Jordan?	1.98	0.542

The findings presented in Table 3 highlight the varying degrees of influence that video news exerts on media propaganda efforts by political parties in Jordan, particularly in raising political awareness among Jordanian youth. The responses to items concerning the role of video news in promoting party agendas yielded a mean score of 2.29, indicating a moderate level of recognition among respondents. Notably, the perceived effectiveness of video news (mean = 2.38) was slightly higher than that of traditional media, suggesting that participants view video content as a more engaging and interactive communication medium. However, the average score for the influence of political videos on shaping individual opinions toward political parties was lower (mean = 1.98), reflecting a relatively limited impact.

This result may imply that young individuals are cautious about forming political opinions based solely on video content, potentially preferring to consult a variety of information sources to construct more balanced and informed views. Despite these limitations, the data indicate that video news contributes significantly to enhancing political awareness among Jordanian youth. To further increase the persuasive power and overall impact of such media, it is essential to improve the quality, reliability, and objectivity of video content. Additionally, adopting innovative and youth-relevant content strategies that encourage participation, and engagement can strengthen the role of video news in political communication.

Table 4. The Role of Video Journalism in Raising Awareness Among Jordanian Youth (N=52)

Question(s)	Mean	Std. Deviation
To what extent do you think political videos help raise awareness among Jordanian youth about political parties?	2.6	0.693
Do you feel that political videos increase the desire of young people to participate in political activities?	2.48	0.779
How good is the content presented in political videos in simplifying complex issues and making them understandable to young people?	1.75	0.837

Table 4 shows the statistical results that visual news plays a significant role in enhancing the political awareness of Jordanian youth regarding political parties. The mean score for the perceived impact of political videos on increasing youth understanding of political parties was 2.60, reflecting a consensus among respondents that video content is an effective tool for fostering political awareness. This highlights the importance of video as a persuasive and engaging medium for young audiences. In terms of youth engagement in political activities, the mean response was slightly lower at 2.48, suggesting a positive, albeit more moderate, influence. This implies that while video content can act as a motivator for political participation, it is likely not the sole factor driving such engagement. However, the findings also reveal a critical limitation in the quality of video content, particularly in its ability to simplify complex political issues. The mean score for the clarity and simplification of content was notably low at 1.75, indicating that current materials may fall short in meeting the informational needs of youth seeking accessible and comprehensible political insights. Overall, the findings underscore the potential of visual news as a tool for raising political knowledge and awareness among Jordanian youth. Nevertheless, to maximize its impact—particularly in encouraging deeper engagement—there is a clear need to improve content quality. Enhancing the clarity, objectivity, and relevance of political videos is essential to ensure they resonate more effectively with young audiences and support their active participation in political discourse.

5. Conclusions

This study highlights the vital role of video journalism in advancing the political agendas of Jordanian parties and increasing political awareness among the nation's youth. The findings suggest that political films are effective tools for promoting political engagement and clarifying complex issues, despite certain limitations in terms of content quality and depth. Educated young people demonstrate a keen interest in political video content, amplifying the medium's potential to connect political organisations with the public. However, to maximise its impact and reliability, there is a need to improve the production quality and distribution mechanisms of such content. Despite its valuable contributions, the study acknowledges several limitations. It draws from a relatively small sample confined to a single country, which restricts the generalisability of the findings to broader contexts or different demographic groups. To build on these insights, future studies should replicate the research in other countries with larger and more diverse samples. This study focuses solely on the media marketing efforts of political parties in Jordan and their influence on youth political awareness, leaving out other age groups and potential contributing factors such as education level, socioeconomic status, and political efficacy. Further research could explore these variables as potential mediators or moderators in the relationship between social media usage and political engagement.

The study opens several avenues for future inquiry. Future research might explore how video journalism influences political engagement across different demographic segments, including women, minorities, and individuals from various socioeconomic backgrounds. Additionally, scholars could examine the impact of video journalism on specific political behaviours, such as voting, activism, and overall political awareness. Investigating gender differences in online behaviours and political perspectives could help clarify the moderating role of gender in political engagement through video content. Moreover, future studies should assess the possible negative consequences of video journalism, such as the spread of misinformation or the reinforcement of polarised views and explore strategies to mitigate these issues. Finally, examining how social media platforms facilitate political mobilisation and proposing innovative roles for these platforms in encouraging civic engagement could provide valuable insights for policymakers and media strategists.

The study offers several key recommendations to enhance the effectiveness of video journalism in political communication. Firstly, political parties should focus on improving the quality of their video content by ensuring it is comprehensive, engaging, and credible. This content should simplify complex political issues while maintaining factual accuracy and clarity. Secondly, there is a need to strengthen audience interaction by encouraging greater dialogue between content creators and viewers. This can be achieved through social media engagement, surveys, and feedback mechanisms, which can promote more active political participation among young audiences. Thirdly, future research should broaden its scope by including larger and more diverse samples in terms of geography, age, and professional background. This would enable a more comprehensive understanding of video journalism's impact across various segments of society. Lastly, political parties should refine their strategies for distributing video content by effectively utilising popular social media platforms such as YouTube, Facebook, and Instagram. Doing so would help them better engage the youth demographic and increase the overall political impact of their messaging.

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