

The Environmental Media and Its Role in Humanizing the Urban Space and Promoting Quality of Life Among the Saudi University Students

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Abstract:

This research attempts to explore the role of environmental media and its relation to the humanization of urban space and quality of life for Imam Abdulrahman bin Faisal University (IAU)'s students and their correlation. The study adopted the descriptive method of research and prepared a survey to measure the role of environmental media and its relation with the humanization of urban space and quality of life which then applied to a stratified random sample totaled (374) from the IAU's students. The study concluded that the environmental media role reached a mean value in humanizing the urban space and promoting quality of life among the university students with its different dimensions respectively (awareness of urban space, promoting quality of life, behavior of Saudi university students). Furthermore, the findings revealed that the dimension related to the major challenges that encounter the environmental media amounted to a mean value and moreover the current study recommended the necessity of launching periodical media programs which introduce the environmental projects in the Saudi cities and their impact on quality of life as well as providing simplified and practical environmental media content that helps students adopt practices which contribute to improving their quality of life.

Keywords: Environmental media, humanization of urban space, quality of life.

INTRODUCTION

Nowadays, cities are considered more than merely urban clusters, rather they are complex spaces within which the infrastructure, environment and the daily social activities overlap. Hence, it is necessary to contemplate the urban space as a human entity observes human needs concerning health, psychological relief, welfare and the social interaction and this is related to the concept of humanization which seeks to make the environment more viable and adequate for humans through reshaping the urban environment to meet the human, social, psychological and sensory needs which in turn enhance the belongingness and security inside the urban space (Susan Ford, 2021). Kingdom of Saudi Arabia Vision's 2023 asserts the importance of building a viable society, improving quality of life and focusing

on developing the urban space in compliance with the environmental standards and sustainability. It further underlines the importance of merging the aspects of humanization into the urban design through developing a comprehensive planning and architectural framework aims at improving quality of life through enhancing the walkability, providing public areas and supporting the psychological relief for population as gardens are considered an effective tool for promoting quality of life, consolidating the social ties among different groups of age and culture and to change viewing gardens as merely aesthetic elements to be viable social spaces which contribute to building the social cohesion and the urban sustainability (Mostafa & Alshahrani, 2024). In the light of the current developments in the age of digital anthropology, the digital media plays a role in developing social responsibility towards environment within the Saudi society in order to spread the environmental issues across the digital mass media being having an effective role in promoting the environmental culture through making people acquainted with the environmental issues in the environmental occasions across the digital means (Darwish & Al-Abdel Azeem, 2024). In the context of the urban space, this role gets clearly obvious through its contribution to supporting the sustainable urbanism projects which aim to develop cities according to those standards which ensure quality of life and preserving sound environment, creating public awareness about the importance of the sustainable urban planning and motivating the societal participation in achieving the goals of environmental and urban development (Dawaji, 2024). Therefore, raising the environmental awareness requires employing the different audio, video and printed mass media integrally to ensure that their message is accessible by all segments of society and to achieve a wide positive effect on enhancing the sustainable environmental behaviors. Hence, the Saudi mass media exerts their efforts on those programs and initiatives which aim to develop cities and improve their environment whether through the traditional media or the modern digital platforms which reflect a clear national vision seeks to merge the environmental values into citizens' daily life and this can be observed through the media campaigns about such projects as "Humanizing Makkah" according to (the Saudi Press Agency, 2022), and the other environmental initiatives which not only inform the public about the existence of such projects but they have also worked upon building public awareness which motivates societal participation and enhances citizen's sense of his responsibility towards his environment. Therefore, this research attempts to investigate the role of environmental media in humanizing the urban space and promoting quality of life among the Saudi university students through reviewing how the local media makes use of the digital and traditional tools to raise the environmental awareness, encourage societal participation and support the developmental policies. The challenges encountered as well as the impact of such media efforts on the Saudi university students would be analyzed and how they contributed to creating an urban environment more human and more sustainable as the researchers observed that the problem of study lies in that some of the environment-related concepts are not clear among students in the Saudi environment and furthermore despite the efforts exerted by the Saudi environmental media to enhance environment as a tool used to broaden knowledge, but there is a weakness in transforming such awareness into actual practice that supports the environment where it is noticed that there is a lack of research deals with such topic which urged researchers to conduct the current study. The researchers carried out a survey on the role of environmental media in humanizing the urban space and promoting quality of life among the Saudi university students and asserts the necessity of developing aware practices which support the national identity along with preserving the Saudi values and traditions in the environmental media which in turn

contributes to building a society consolidated and interactive with world transformations without violating its cultural privacy.

Literature Review

Role of the Environmental Media

The environmental media, if it is directed scientifically and systematically, is considered an essential mechanism to ensure the efficiency of protecting the environment, enhancing awareness and affecting individual behavior towards more sustainably actual practice and participation towards the environment (Belhanafi, 2023). The role of environmental media emerges in supporting the sustainable urban development and confronting the urban environmental challenges and not only in disseminating information but also as a strategic tool used to shape the environmental awareness for citizens, enhance sustainable behaviors, address concern for the urban projects and initiatives which seek to improve quality of life and to influence the public opinion and persuade the public opinion (Mazouz, Sha'bani, 2024). Under the challenges which the region witnesses, the role of environmental media gets clearly obvious in supporting the sustainable urban projects which aim to develop cities according to those standards which ensure quality of life being an effective mechanism in preserving the environment and its importance in enhancing the environmental culture for individuals as it plays a pivotal role in motivating the positive behaviors towards the environment and in order to achieve an effective environmental media it is required to merge the environmental dimension into the media policies as well as to develop a content featured with objectivity and interactivity with a view to support the state and institutions' efforts along with adopting perfect media campaigns to ensure improving the awareness and preserving the natural resources (Shallabi, 2022). The environmental media plays a central role in improving the environmental culture for the public and facilitating quality of life for its individuals and raising their awareness about risks of the environmental deterioration and necessity to adopt responsible behaviors (Dal'e, 2020). The Saudi mass media have exerted efforts through launching media campaigns about projects like "humanizing Mekkah" to highlight the programs and initiatives which seek to develop cities and improve their environment which reflect a clear national vision aims to merge the environmental values into the daily life of citizens. The findings of the study carried out by (Al-Abdel kareem, 2023) revealed high rate of effectiveness of the digital media in supporting the environmental issues such as tree planting, environmental hygiene, land reclamation and a high rate of interaction from the public towards such messages on Twitter platform and via the official digital platforms of the initiative (Saudi Green Initiative) which is a "positive environmental" initiative reflects a strategic transformation towards sustainability (Almaghlouth, 2022). Furthermore, focus on the concept of humanization and making cities more adequate for human life is important so that man could feel that the environment is his friend and that he lives in a place serves him and makes him enjoying his life and further helps him develop his skills and capabilities and practice his career and social life to make his life more comfortable and luxurious and more human along with focus on the relation between the public spaces and the infrastructure and quality of life (Al-Dahiya & Othman, 2025), and design of streets and seating areas and its relation with the mental health, the social interaction, quality of life inside cities, consolidating the social ties and increasing the feeling of comfort and belongingness among individuals. (Muller, & et., 2023). Moreover, humanization of the sustainable development and the green areas in the Saudi cities are of great importance in improving the urban environment and promoting quality of life along with focus on the

psychological and social dimensions of the population (Mostafa & Alshahrani, 2024) as gardens are considered an effective tool for promoting quality of life and consolidating the social ties among different groups of age and culture as neglecting the human dimension in the technical planning may negatively affect quality of life while making use of technology in a cognizant way may contribute to “humanizing” the urban space and making easy the daily life of humans and meeting their needs which are within the core projects of the Saudi Vision 2030 which seeks to ensure that the technology serves not only the technical development but it also achieves welfare for humans and the environment. (Almulhim & Aina, 2025). Among the projects of humanizing the urban space is what has been done at Al-Falah District in Riyadh which is considered a practical model to apply the principles of humanizing the urban space and such urban modifications which have been made and directly affected the lifestyle among the population and further what has been done in Tahlia Street in Riyadh being an applied model for humanizing streets and transforming them into viable smart urban spaces and both models have contributed to enhancing the social interaction and supporting the concept of quality of life in compliance with the Saudi Vision 20230 as there is a clear positive correlation between merging the smart technology such as smart lighting and internet services and street users feeling of comfort and security as well as place attractiveness (Almatar, 2024), (Alosaimi et al., 2025). The concept of humanization apparently seeks not only the buildings but also the human-centered urban planning and further asserts the importance of designing open spaces in order to enhance the social interaction and quality of life for users, a matter urges to develop a comprehensive assessment tool for the quality of urban life adequate for the special context of Saudi cities in order to determine the most important indicators and urban aspects to reach a precise evaluation of the quality of life which connects between the international indicators and the cultural and urban privacy in compliance with the Saudi Vision 20230 (Qawasmi, et al., 2021). (Alamoudi, et al., 2023) argued that the humanization of urban space raises the sustainable performance, enhances the environmental innovation and makes the environment closer and more sustainable to humans with such benefits that he may make use thereof being moved from merely a user of those smart services to a partner who feels belongingness and emotional attachment as well as quality of life inside the urban space.

Motives Beyond Using the Environmental Media:

The motive for using the environmental media lies in its multiples means including the printed such as newspapers, magazines and books and the audio means like radio and those video means such as television, cinema and the internet as well as the special and related events such as occasions, exhibitions, competitions, conferences and symposiums which help to spread widely and to create a wide sector of the public which the media managed to transform it from passive category to positive participating categories towards the issues of our environment. (Al-Dosouky, et. al., 2024).

The current study depends upon many theories which emphasize the role of the environmental media in humanizing the urban space and promoting quality of life among the Saudi university students:

- **Theory of Urban Space Humanization:** this theory explains how to make human-friendly city and not to be merely cement blocks in order to enhance the human dimension in projects and to make cities more attractive along with the feeling of security and satisfaction with the environment. (Mahrous, et. al., 2022).

- **Media Effects Theory:** explains how the environmental media affects improving the environmental culture and raises individuals' awareness about the dangers of environmental deterioration and necessity of adopting responsible behaviors (Dal'e, 2020).
- **Quality of Life Theory:** this theory helps achieve the principle of integration between place development and human building to enjoy the tangible and intangible components of life and raise quality of life among people in compliance with the environmental standards and sustainability (Al-Dahiya & Othman, 2025).

Explanatory Models of the Phenomenon:

The Social Responsibility of Media Model: refers to that the mass media must remain having freedom of work but at the same time they bear social responsibility to society and must provide accurate and objective information and further must work upon spreading and supporting the positive values and behaviors in society particularly those related to the environmental issues (McQuail, 2020).

Diffusion of Innovations Model: this model explains how the new environmental ideas and behaviors are spread inside society via the mass media such as recycling and rationalization of resource consumption as such practices are adopted gradually through media effect and societal interaction (Roger, 2003).

Previous Studies: the study carried out by (Chen & Jiang, 2025) examined the humanization in the advertising environmental messages and its role in enhancing customer intentions to preserve the environment particularly reducing plastic waste. The findings of the study revealed that humanization represents an effective media tool able to affect individuals' environmental consciousness and behavior through merging between the emotional and rational dimension; another study (Mazouz & Sha'bani, 2024) highlighted the importance of environmental media in confronting the urban environmental challenges, enhancing social awareness, motivating societal participation, contributing to direct the urban policies towards sustainability and supporting making decisions more cognizant with the environmental dimension. The findings of the study showed that there is a close relation between the environmental media and the sustainable urban development and the environmental media contribution in enhancing the social and economic dimensions of urbanism. Another study (Ibrahim, 2026) explored the humanization of urban spaces as an essential pillar in achieving the Saudi Vision 2030 and quality of life program through studying the standards of design to explain how to prepare a sustainable environment that meets needs of different categories of users and supports the national and tourist identity for cities in order to improve quality of life in the Saudi cities. The study concluded that humanization is the real standard to make a success of any landscape and to introduce cultural, entertaining, sports and tourist activities which may help enhance the Saudi cities position in the ranking of world's best cities. Additionally, the study (Sahbi, 2023) focused on the strategic role of the environmental media as a tool to effect social change, build the collective consciousness towards sustainability of the urban environment, analyze the ability of mass media to reshape human behavior and develop the individual responsibility towards environmental disruptions. The study showed that optimizing the environmental education via media platforms is considered the cornerstone in changing individual attitudes and tendencies underlying the necessity to move from the theoretical awareness-raising role to the actual involvement of society in managing and protecting the environmental systems in order to achieve the goals of sustainable development and confront the contemporary ecological challenges.

Research Gaps & Contribution of the Study:

The previous studies provided a general framework to understand the role of environmental media but they haven't directly examined the relation between the environmental media and the humanization of urban space and quality of life among the Saudi university students and this represents the main research gap in the current study. The study of "Mazouz & Sha'bani" (2024) has dealt with the role of media but it has neither focused on the Saudi university students in an applied manner nor it investigated the real effect of the media messages on humanization of cities and improvement of quality of life. Sahbi's study (2023) highlighted the strategic role of the environmental media as a tool for social change and building the collective consciousness towards sustainability of the urban environment but it hasn't connected between the role of media and urban space and how the environmental media contributes to improving quality of life among the Saudi university students or supporting the concept of the urban space humanization. The other study conducted by Nassar (2021) has focused on the role of open areas in Taibah University in activating the academic and social environment and sought to demonstrate how the university campus can transform from an environment that may weaken social interaction to an environment supporting it. The study further underlines the importance of not only the building-centered planning but also the human-oriented urban planning asserting that design of the open spaces plays a vital role in enhancing the social interaction and quality of life among users but however it addressed the urban and design-centered dimension without dealing with the role of environmental media in supporting the concept of humanization. Additionally, another study (Ashinze, et al., 2024) focused on the role of the green infrastructure in achieving the sustainable cities from a comprehensive theoretical perspective, supporting the urban sustainability and building cities more adequate for different needs. Although the current studies have considerably contributed to understanding the role of environmental media, there is still a considerable gap in the environmental media-related literature in the Kingdom of Saudi Arabia (KSA). Most of these studies emphasized the environmental media but however a little bit effort hasn't even exerted to study the environmental media and urban space or even quality of life among the Saudi university students. The current study attempts to bridge an important gap in the literature through focusing on university students in KSA as it deals not only with the role of environmental media but it also attempts to explore how this type of media may change the behavioral attitudes and tendencies among the Saudi university students and motivate the societal participation.

Terms of the Research

The Environmental Media:

Cox & Pezzullo (2020) define it as a branch of the specialized media which aims to disseminate the environmental information and facts via the mass media in order to raise awareness of the public about the environmental issues and enhance adopting the sustainable behaviors.

Operationally: it is a communication process using different mass media to convey environmental messages that guide the society and motivates it to protect the environment and supports it to adopt rational and responsible behavior towards the environmental resources and risks.

Quality of life:

The World Health Organization defines it as individual's perception of his position in life inside the environment and how far it is consistent with his personal goals, expectations and standards; quality of life further comprises the physical, psychological, social and health

dimensions but rather it includes the general level of satisfaction with individual's life and psychological and social state. (WHO, 2022).

Operationally: it means a comprehensive concept which refers to how individual is satisfactory with his life in different aspects whose main components are: health, the psychological factors, the economic factors, and personal development.

Urban Space: (Helmy, 2024) defines the urban space as the spatial environment inside a city which comprises streets, areas, and public places and which enables human interaction and contributes to shaping the urban identity and quality of life.

Operationally: any space inside a city used and in which daily life is practiced and comprises movement and gathering points which reflect university student behaviors and their direct interaction with the urban environment.

Humanization: it is defined as the process of making an environment or an idea more adequate for humans; Susan Ford (2021) defined it as reshaping the urban environment to meet the human, social, psychological and sensory needs to enhance the belongingness and security inside the urban space. Operationally: it is defined as every effort aims to improve quality of life by designing a comfortable urban environment for Saudi university students through providing green spaces, footpath, public facilities that support the social interaction and feeling of comfort.

Methodology of the Research: the study adopted the descriptive approach being adequate to study the social phenomena as they occur in reality.

Sample of the Study: 374 students from IAU- Dammam, KSA participated in the study. The sample has been selected using the method of stratified random sample.

Data Collection Tools: the study used a survey comprises four main dimensions: first: role of the Saudi environmental media in raising awareness about the urban space consisting of (8) items; second: impact of the environmental media on Saudi university students consisting of (8) items; third: role of the environmental media in promoting quality of life consisting of (8) items; fourth: the challenges which face the environmental media in achieving humanization of the urban space and promotion of quality of life consisting of (8) items.

Validity & Reliability: the survey validity was verified by submitting it to a set of (7) arbitrators from various fields of specialization who recommended to modify some statements which have already been modified as it was agreed upon to modify above 85%. After applying the survey to a pilot sample (35 male/female students), the survey internal consistency calculated among the phrases and sub-dimensions as follows: the item-total correlation of the first dimension phrases reached (0.675- 0.593), the item-total correlation of the second dimension phrases amounted to (0.541- 0.716), the item-total correlation of the third dimension phrases stood at (0.640- 0.719) while the item-total correlation of the fourth dimension phrases were found (0.637- 0.719) and all of which are high consistency coefficients with significance and a confidence level at 0.01 which urges to trust the results of the said survey. The survey reliability was measured using the Cronbach's Alpha coefficients and the reliability coefficient of the first dimension stood at (0.92), the second dimension amounted to (0.92). the third dimension reached (0.92) and the fourth dimension at (0.92) which are reliability coefficients with high significance at confidence level reached 0.01 which call us to trust the survey results.

Restrictions: although this study put forth valuable visions about role of the environmental media in the urban space among the Saudi university students, there are still some restrictions that should be acknowledged.

1. Sample Limitations: the sample is limited to IAU's students which may not fully represent a broad segment of the Saudi youth from different regions. The prospective researches may broaden the sample size to comprise students from various universities and regions in the KSA to ensure more diversity and better generalization of the results.

2. Methodology of the Survey: the study depended upon self-informed data through a survey which may subject to bias like willing to appear in a socially acceptable appearance or misunderstanding of the questions. Although the survey was designated to cover various aspects of the environmental media, respondents' response may be affected by their personal views or their hesitation to discuss sensitive issues.

Ethical Considerations: the ethical principles are abided by to ensure the participants' protection and safety.

1. Informed Consent: all participants were informed about the nature and goals of the study before seeking their opinion and a consent form has been submitted to clarify the voluntary nature of participation and possibility to withdraw at any time without any consequences and they have been assured of their right of confidentiality.

2. Confidentiality: all personal information is kept confidential to preserve the participants' privacy and their identity are hidden in the collective responses to ensure impossibility to trace them. No personally Identifiable Information (PII) is linked to the survey responses. The data saved securely and are inaccessible except for the research team.

3. Data Protection: the research abides by the data protection laws and regulations including the General Data Protection Regulation (GDPR) when necessary. All data are saved in an encrypted files and the participants were assured that their information is used only for the purpose of this academic study.

4. Ethical Use: abiding by code of conduct and professional ethics in the environmental media is considered within the essential principles in the contemporary media studies. The research is keen to highlight the importance of abiding by the ethical responsibility of the mass media and communicators in respecting their cultures and adhering to scientific accuracy in presenting the environmental issues without exaggeration or alarming.

5. Impact on Participants: the research team has done his best to ensure that participation doesn't cause any harm, disturbance or damage for students. Furthermore, the team underlined the importance of critical interaction and stimulated them to participate their opinion respectfully.

FINDINGS OF THE STUDY

Students' response to the role of environmental media in humanizing the urban space and promoting quality of life among Saudi university students and its different dimensions: these dimensions are arranged as follows:

Table (1) the mean (M) and standard deviation (SD) for the dimensions of role of the environmental media in humanizing the urban space and promoting quality of life among Saudi university students and its overall score

No.	Dimensions	Mean (M)	Standard Deviation (SD)	Rank
1	Role of the environmental media in raising awareness about the urban space	3.12	1.02	1

2	Impact of the environmental media on student behavior	3.05	1.09	3
3	Role of the environmental media in promoting quality of life	3.06	1.04	2
4	The major challenges that encounter the environmental media in achieving humanization of the urban space and promotion of quality of life	2.83	1.10	4
	Overall score of the Saudi environmental media role	3.02	0.99	

• The above table shows that the results revealed a mean level of awareness about role of the environmental media in humanizing the urban space and promoting quality of life among the Saudi university students with its different dimensions. With regard to these results, one may find they are compatible to and consistent with reality as this age group (university students) has mean level of awareness as they go through study, coursework, evaluations, and assignments at the university and that all the dimensions have mean level of significance. In the first rank was the dimension of role of the environmental media in raising awareness about the urban space with a mean at 3.12 and a standard deviation (S.D.) at 1.02 and this has been revealed by Sahbi study (2023) (Shlabi, 2022) which underlined the strategic role of the environmental media with its different means as a tool for effecting social change and building the collective consciousness and motivating the positive behaviors towards sustainability of the urban environment; the second rank occupied by the dimension of role of the environmental media in promoting quality of life with a mean amounted to 3.06 and S.D. at 1.04 as the study (Alosaimi et. al., 2025) showed that the project of humanizing the districts affected positively quality of life and further the study (Alshehei, 2025) concluded that the green urban areas play a role in enhancing social interaction among the population and an effective tool for promoting quality of life and intensifying the social ties among different age and culture groups; in the third rank the dimension of impact of the environmental media on the Saudi university students comes with a mean amounted to 3.05 and S.D. at 1.09 as the digital world has an effective role in enhancing the environmental culture in the age of digital anthropology through providing knowledge and educating people on the environmental issues during the environmental occasions via the digital means and this aligned with what the study of (Darwish & Al-Abdel Azim, 2024) revealed. Finally, the fourth rank occupied by the dimension of the major challenges which encounter the environmental media in achieving humanization of the urban space and promotion of quality of life with a mean at 3.02 and S.D. at 0.62 and this is consistent with the study of (Mazouz & Sha'bani, 2024) and (Shlabi, 2022) where there are challenges that face the environmental media in the region and it is necessary to overcome them through adopting media campaigns based upon the principles of effective environmental communication to ensure improving levels of awareness and protecting the natural resources.

Student Responses to the item “role of the environmental media in raising awareness about the urban space”. Through measuring the mean and the standard deviation, the responses received as follows:

The item “the Saudi environmental media helps me be acquainted with the reasons of the environmental problems and ways to overcome” comes in the first rank with a mean stood at 3.27 and S.D. at 1.17; the item “ the environmental media provides clear information for

me” occupied the eighth and last rank with a mean reached 2.97 and S.D. at 1.27 and this result corresponding to what the study of (Mazouz & Sha’bani, 2024) concluded that the environmental media plays a vital role in improving the environmental culture for the public and in contributing to raising individual awareness about the risks of the environmental deterioration and also the study of (Sahbi, 2023) which emphasized that the environmental media is a tool for effecting the social change and building the collective consciousness as well as the positive behaviors towards sustainability of the environment.

Student Responses to the dimension “impact of the environmental media on the Saudi university student behaviors” and its different items: the responses received as follows:

The item “the environmental content which I watch on the media makes me act towards the environment in a better way” with a mean at 3.35 and S.D. at 1.35; the item “the environmental media guides me to purchase the environmental-friendly products” occupied the eighth and last rank with a mean reached 2.86 and S.D. at 1.27 whose result is consistent with what the study of (Belhanafi, 2023) showed that the environmental media is, if directed scientifically and systematically, able to enhance the public environmental awareness and direct behaviors towards more sustainable practices.

Student Responses to the dimension “role of the environmental media in promoting quality of life among the Saudi university students” and its different items: the responses received as follows:

The item “the environmental media helps me make my life better” with a mean at 3.22 and S.D. at 1.19; in the eighth rank, the item “the environmental content which I follow encourages me to behave positively everyday towards the environment” comes with a mean reached 2.89 and S.D. at 1.25 whose result aligned with what the study of (Alosaimi et. al., 2025) revealed which asserted that there is a clear relation between following the environmental content and feeling of quality of life in the urban environment and also the study of (Al-Qawasmi, et. al., 2021) which underlined necessity to develop a comprehensive tool for quality of urban life consistent with the cultural and urban context of cities in KSA as making an accurate evaluation of quality of life involves developing a theoretical framework which connects between the world indicators and the Saudi cultural privacy.

Student Responses to the dimension “the major challenges that encounter the environmental media in achieving humanization of the urban space and promotion of quality of life among the Saudi university students” and its different items: the responses received as follows:

In the first rank, the item “lack of the environmental programs and media-related funding and budgets” comes with a mean at 3.00 and S.D. at 1.20 while in the eighth rank there is the item “the environmental media faces a difficulty in providing the environmental information to citizens smoothly” with a mean reached 2.71 and S.D. at 1,27 whose results are consistent with what the study of (Mansour, 2024) and (Mazouz & Sha’bani, 2024) concluded that the environmental media faces challenges and difficulties whether professionally or socially pressure represented in lack of funding, lack of specialized cadres and even lack of integration between the media and decision makers in the field of urban planning which impedes the responsible persons to do their job properly.

Deep Analysis of the Local Cultural Impact Against the International One

The results of the study states visions about how to humanize the urban space through caring about the role of the environmental media in improving the urban environment and promoting quality of life in the Saudi society and among the Saudi university students along with focusing on their psychological and social dimensions and taking into account the

effect of the ever-changing urbanism and globalization in conformity with the local traditions and the world trends and standards towards humanization.

Summary of the Research Findings:

This study shows that the environmental media plays a vital role in humanizing the urban space and promoting quality of life among the Saudi university students. The findings conclude the following:

- Supporting the environmental media to overcome the environmental urban challenges, enhancing the social consciousness and contributing to directing the urban policies towards sustainability.
- Highlighting the role of media in raising the Saudi university student awareness about the importance of the environmental attitudes related thereto.
- Enhancing the Saudi university students feeling of responsibility for the environmental issues and connecting them with quality of their daily life and future.
- Although the environmental media plays a vital role in improving the environmental culture, there is still a considerable gap between the growing concern over the environmental issues and the ability of the Arab media to render such concern into a specialized and systematic content due to lack mostly of coordination with the environmental institutions and to adopting long-term communication plans. Furthermore, enhancing the environmental culture requires that the media should be based upon clear scientific fundamentals and upon qualified journalists who are able to convey the environmental messages efficiently.
- Making available familiarity with various cultural ideas, but sometimes it may weaken adherence to local traditions particularly when promoting values contradictory to local traditions.
- The environmental media contributes, with its different means, to enhancing the environmental culture for the Saudi university students and performs a vital role in motivating the positive behaviors towards the environment among them.
- Highlighting the importance of green innovation being an intervening variable which contributes to enhancing the practices of sustainability under the latest technology along with adopting the green HR policies to improve the sustainable performance and promote the environmental innovation inside the Saudi universities in order to support the institutional trends towards long-term sustainability.

Recommendations: The Study makes many important recommendations including:

1. It is recommended to develop targeted media campaigns which highlight the importance of the positive environmental behavior for the Saudi university students.
2. It is advisable to provide a simplified and practical environmental media content which helps students adopt such practices that contribute to improving their quality of life.
3. It is well-advised to increase cooperation among the media authorities, the Saudi universities and the environmental authorities to produce a joint content that serves the goals of urban development.
4. It is recommended to employ the environmental data and statistics in the media reports in order to enhance the reliability of information provided for the Saudi university students.
5. It is desirable to support the media initiatives which urge to create green urban areas at Saudi universities and adopt sustainable practices between the Saudi universities and society.

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