

## **The Relation between Values of Globalism in Arabic Youth Magazines and The Value system of Egyptian youth : Analytical and field stud)**

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The Purpose of the study is to analyze Values of Globalism in Arabic Youth Magazines, and to determine its relationship with The Value system of Egyptian youth study sample. To Explore this, the analytical study was applied on a sample of Arabic Youth Magazines represented in "Al- Shabab" , "Ehna" ,"Kelmtna " and "Charisma" during Augest 2010 to July 2011. Even the field study was conducted on a sample of 400 young Egyptian study of readers of magazines The study applied several tools represented in: Content Analysis- Discourse Analysis – questionnaire- Interview.

The Findings indicated that average correlation coefficient (632.) between the values magazines and the value system of the sample. This is due to sample affected only with values which appears in fashion style, quality of foods, favorite music, behavior in the street, and the way to speak. So the magazines study did not affect significantly the values of the sample related to religion and beliefs and the difference between right and wrong.

The youth still take the family and religious institutions as primary sources for the formation of values, where it came from the family in the first place as a primary source of the formation of values by 37%, and religious institutions by 27%, and the friends came in third place with 14%, then the media by 9.8%.